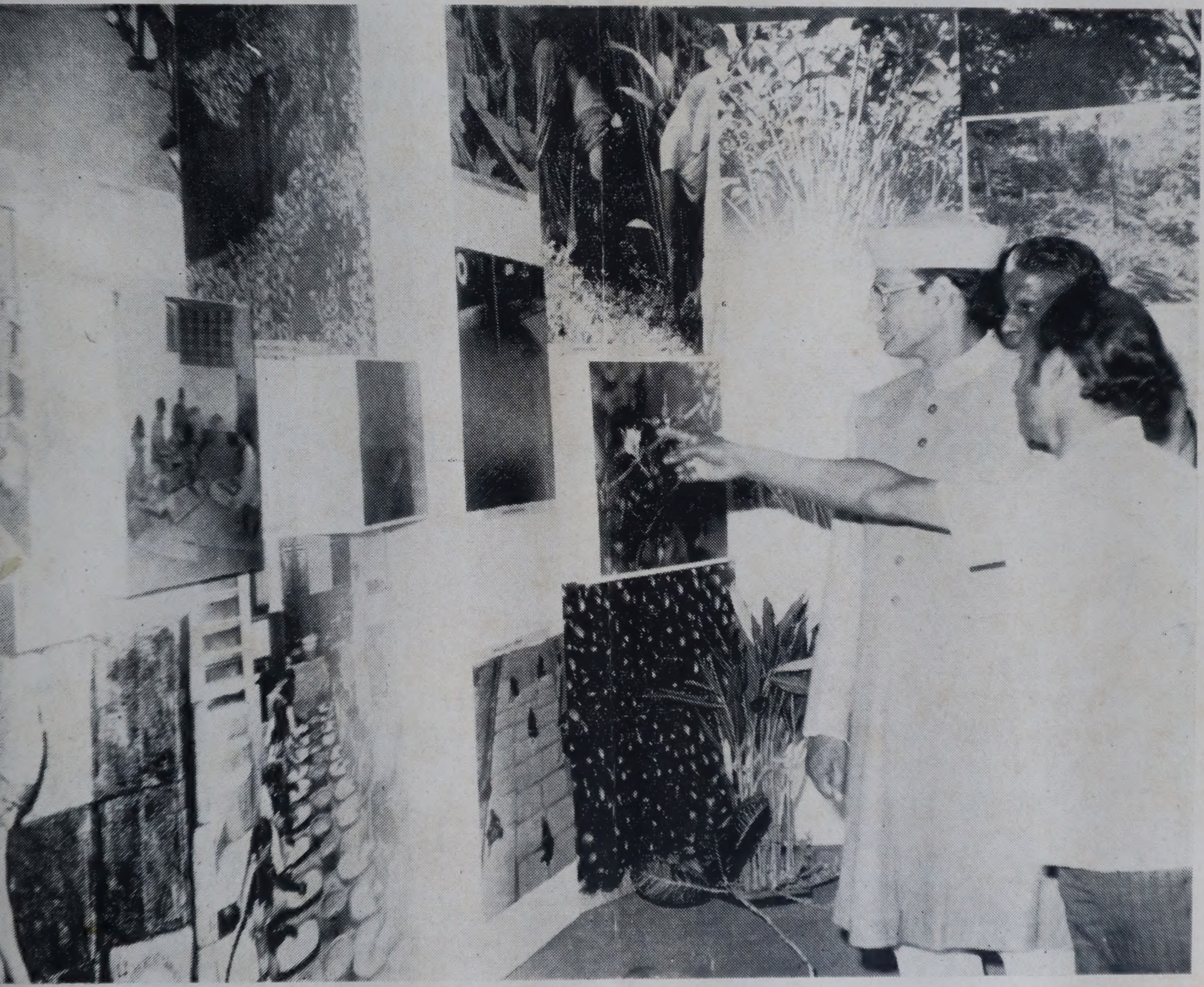
Cardamom

MARKETING SPECIAL



JANUARY - FEBRUARY 1978

CARDAMOM BOARD

irman: S. G. SUNDARAM I. A. S.

rector: K.V.GEORGE

retary: K. G. NAYAR

"Cardamom" is published as a bimonthly in English. Malayalam, Tamil and Kannada.

Articles, photographs, news, views, features etc. are invited.

Articles and photographs selected for publication will be suitably paid for.

Price per copy: Re. 1/-
Annual Subscription: Rs. 6/-

Subscription may be sent by M. O. or Bank Draft drawn in favour of the Secretary, Cardamom Board.

Chief Editor
K. G. NAYAR

Editor
C. P. SALEEM

CARDAMOM BOARD
P. B. No. 1909
ANERJI ROAD, COCHIN-682 018

GRAM: 'CARDAMOM'
NE: 33837, 33209 TELEX: 0885-480

CARDAMOM

A Journal devoted to the promotion of Cardamom Industry in India

Vol. 10 JANUARY - FEBRUARY 1978 No. 1

in this issue

COVER

Shri Arif Beig, Union Minister of State for Commerce being received at the Board's pavilion in Agri Expo '77 held at New Delhi.

MARKET SURVEY ON CARDAMOM

A long awaited dream of the Cardamom Board and the cardamom plantation industry in India in general had been realised with the recent market survey undertaken on cardamom in the principal markets of the Middle East and Europe. This venture was possible due to the technical assistance of International Trade Centre, Geneva, and financial assistance from the Swedish International Development Agency. This is the first time that the Board is conducting an on-the-spot market study in the consuming countries like Kuwait, Saudi Arabia, Bahrain, Qatar, Iran and U. A. E. in Middle East and Sweden, Finland, Norway, Denmark, West Germany and the Netherlands in West Europe.

'A masterly analysis' would be the apt word to describe the findings of this survey, for it has thrown open a wealth of information on the market position and other relevant details pertaining to these countries which are of interest to the cardamom industry in India. The findings and recommendations of the survey has already been disseminated to the cardamom trade in many important centres viz. Bodinayakanur, Cochin, Bombay, Saklespur etc. The trade in other parts of the country will also be apprised of the findings and the recommendations.

A word of thanks to the International Trade Centre for assisting the Board in undertaking the survey will not be out of place here. The survey has made an earnest attempt at field research and desk research in the import markets including the conducting of interviews with officials, traders, processors and industrial consumers. The detailed report of the survey will be made available to the cardamom public shortly.

This survey has gained more importance in the wake of the tremendous boom cardamom export trade has made. An all time record earnings in foreign exchange equivalent to Rs. 45 crores from the export of 2600 M. T. of cardamom is expected during the current year. Such attempts will undoubtedly help the 'Queen' to bring more markets into her control and thus widen her empire.

The survey has come out with a very optimistic picture about the future of cardamom industry. Let us hope the findings and recommendations would give necessary impetus for the uplift of the Indian Cardamom industry.

We are still in the Sellers' Market

N. BHARATHAN PILLAI*

The cardamom public will be happy to learn that the Cardamom Board has recently undertaken a thorough on the-spot survey of all the principal cardamom consuming markets in the world under the financial assistance from the Swedish International Development Authority and with the technical assistance from the International Trade Centre, Geneva. The author has been fortunate to represent the Cardamom Board to undertake the study along with Mr Brian D Mc Loughlin, Marketing Expert nominated by the International Trade Centre, Geneva.

As in the case of any market survey, the basic objective of this survey also was to assess the demand for cardamom in the consuming markets. Kuwait, Saudi Arabia, Bahrain, Qatar, Iran and U. A E. in the Middle East and Sweden, Finland, Norway, Denmark, West Germany and the Netherlands in the west Europe are the countries where we have undertaken the survey. Now the Board has a very optimistic picture about the future of the Indian Cardamom Industry. The main reason for this optimism is the discovery of the fact that the total world supply of cardamom still lags behind the total world demand.

Previously it was the belief and opinion of almost all concerned, except a very few enlightened traders, planters and the chairman of the Board shri S G. Sundaram, that when the production increases considerably, the prices will fall steeply. Of course this belief was built on their experience in the past. If we look backward, we can observe that the all India average auction prices had fallen to Rs. 29/- per kilo and the average export prices to Rs. 37/- per kilo when the production had increased to 3170 M. T. and 3785 M. T. during the years 1970-71 and 1971-72. The planters and traders in India cannot easily forget the tension and the ill-feeling that prevailed during these two years when the prices had steeply fallen down. The main reason attributed to this steep fall in prices was the increase in production. If increase in production causes fall in price why should we try to increase the production?

Having surveyed the principal world markets for cardamom, the Board is now confident that such a mishap as in the case of 1970-71 and 1971-72 will not recur in the cardamom trade. The following paragraphs will explain to the readers the various factors, governing the present optimistic view of the Board.

As early in January 1976 when Shri Sundaram took over as Chairman, Cardamom Board, he was consistently advising all that there need be no necessity for fear of price fall even if we could double the production To be frank, many concerned with cardamom trade did not take it as fully granted at that time. However, the steps taken under his guidance have now proved that what had been predicted by him had been cent per cent correct.

WORLD SUPPLY AND DEMAND

Estimated Demand

Assessment of the full extent of world demand for cardamom is complicated because of the fact that there has been a major shortfall in production for some time. Accordingly, the levels of consumption in many markets have been constrained by lack of supplies. The following demand estimate has been based on the maximum consumption in each market in any year - the year concerned not necessarily being the same for different markets

	Metric Tonnes
Middle East Area	3,035
Scandinavian Area	605
Other West European Countries	220
East European Area	265
Far East Area	635
Other Areas	200
Total:	4,960

*Market Development Officer, Cardamom Board, Cochin-682 018

Estimat ed Supply

The world supply situation for cardamom is also impossible to define precisely due to the lack of complete statistical series on production and exports from a number of producing countries. Detailed below is the data for a selection of years for which reasonably accurate export data is available:

Metric Tonnes	Average 1969 – 1972	% Total	Average 1975 – 1976	% Total
India	3,000	64	3,000	65
Guatemala	800	17	1,000	22
Tanzania	600	13	150	3
Sri Lanka	300	6	450	10
Total:	4,700	100	4,600	100

From the above total the quantities retained in producing countries for domestic cosumption must be deducted. In the cases of Tanzania and Guatemala these quantities are negligible, In the cases of India and Sri-Lanka the local consumption is considerable. In India some 1,200 tonnes per annum and in Sri Lanka 120 tonnes per annum are retained for internal consumption Thus the quantities available for export in recent years, have been:

Metric Tonnes	Average 1969 – 1972	% Total	Average 1975 – 1976	% Total
India	1,750	54	1,940	53
Guatemala	750	23	950	26
Tanzania	550	17	450*	12
Sri Lanka	190	6	330	9
Total:	3,240	100	3,670	100

Note: *includes backlog from previous years.

In any year the shortfall in supply against demand is, in the region, of 1300 - 1700 tonnes; only marginally over 70 per cent of total demand can be met in the existing supply situation In years of poor crop out-turn - particulary from India- the proportion of world demand which can be satisfied can fall to 60 per cent.

Thus, cardamom has been and will, in the short term at least, remain a sellers' market. Moreover, the demand for the high quality grades (AGEB and AGB and equivalents) is particularly strong. We estimate that over half of world demand for cardamom is for these top quality grades, which represent not more than 25–30 per cent of world production. So in this prime quality market segment there is a production shortfall of nearly 1,300 tonnes, representing a shortfall of over 51 per cent against perceived demand for this quality of cardamom.

Conversely, supply of lower grades of cardamom (AGS and below) exceeds demand. No accurate assessment can be made without a detailed breakdown of the proportion of each quality grade produced from all producing countries. The extent of the over - supply could be as much as 400 tonnes per annum. At present, however, the effect of this over -supply is cushioned by the demand for lower grades from the markets where prime qualities are normally demanded. It has been observed that this demand for lower grades from markets such as Kuwait, and Saudi Arabia is a factor of the very restricted supply of top grades which is currently available. If adequate supplies of higher qualities become available, demand for third and fourth grade qualities from the Middle East markets is likely to decline markedly.

There is already evidence that a major uplift in supplies of high quality Guatemalan cardamom is taking place. Trade sources in Guatemala are now talking of quantities of 1,500 tonnes upwards from this source alone in the next few years. Accordingly, with the anticipated increase in production in India, the shortfall in high quality supplies can be eliminated with the probable effect that large supplies of lower qualities will no longer find a ready market in the prime consumption areas of the Middle East.

In this context, it would be worthwhile to look into the second level markets where our lower grades of cardamom can be very easily marketed.

In the second category of markets for cardamom there are a range of other markets, frequently demanding only lower qualities. These markets use cardamom mainly in ground form in

baking and to a limited extent, in processed food manufacturing.

	1974 Imports (M. T.)	1974 Consumption per capita (grams)	1975 Imports (M. T.)	1975 Consumption per capita (grams)	1976 Imports (M. T.)	1976 Consumption per capita (grams)
Sweden	271	33	243	30	260	32
Finland	150	32	160	34	155	33
Norway	43	11	31	8	36	9
Denmark	34	7	25	5	37	7
WestGermany	125	2	125	2	111	2
Total:	623		584		599	

Other export markets of importance for cardamom but which did not fall within the ambit of our study are:-

	Metric Tonnes (Annually)
U. S S R.	200 approx.
G. D. R.	50 ,,
Japan	100 ,,
Pakistan	400 ,,
U. S A.	100 ,,

One of the important findings of the survey was that Scandinavia is going to re-open its doors for Indian cardamom. This is precisely due to (1) short fall in supply from Tanzania (2) reported administrative difficulties for obtaining cardamom from Tanzania (3) the major source of supply viz. Guatemala is now trying its best for marketing to Middle East, with less concentration on West Europe and (4) the Gautemalan prices are also now in par with the Indian prices. Hence there is a definite scope for getting back into the West European markets. The only point to be emphasised in this context is that we should try to market the appropriate qualities and grades of cardamom in West Europe- for Eg. seeds in Finland (100 M. T. per year) seeds and medium quality capsules in Sweden, Norway and Denmark and very lower grades in West Germany. In other words one should not try to market AGEB or AGB in these markets. There is no preference for size or colour in these markets. What matter there is only cardamom with higher litre weight at comparatively cheaper rate. Of course there is no difficulty in supplying to these countries provided we understand their actual requirements.

The essence of the above paragraphs is that we need not be afraid of any price fall even if we increase our production considerably. On the other hand the country can earn more and more foreign exchange provided we could tap the existing markets at the appropriate manner and find out new ones in the coming years. Readers will be aware that exports of cardamom during April - December, 1977 was of the order of 2054 M. T. valued at Rs. 35.01 crores as against 562 M.T worth Rs. 7.51 crores during April - December, 1976. This is the first time that we have crossed Rs 20 crores and we do anticipate that the export earnings for the financial year 1977-78 will touch Rs.45 crores an all time record. Considering the trend, the world demand analysed in the earlier paragraphs and the future production prospects, one may very easily hope that the day is not far off when our exports of cardamom will cross Rs.70 crores or even Rs.100 crores. ●

All-time Record in Production, Export of Cardamom

KOTTAYAM, Feb. 19.

India has made an all-time record in the production and export of cardamom during this year. Mr. T. V. Antony, Joint Secretary, Union Ministry for Commerce said here. He said export of cardamom had increased by 200 per cent during this year. India had exported 893 tonnes of cardamom worth Rs. 14.3 crores during the last year. Exports were expected to touch 2.500 tonnes worth Rs. 43 crores by the end of this financial year.

Mr. Antony said till the end of December, India had exported 2050 tonnes of cardamom worth Rs. 35 crores. This year, cardamom production in the country was expected to be 3,800 tonnes. During the last five years, cardamom production had never crossed 3060 tonnes.

Mr. Antony said, Minister had complemented Mr. S.G Sundaram, Chairman of the Cardamom Board and its members for the excellent work done in the field of development and export promotion

—'The Hindu', Feb 20, 1978

WHAT TO SELL TO THE MIDDLE EAST: PROCESSED FOODS

BY INTERNATIONAL MARKETING & ECONOMIC SERVICES

Rapid growth of Middle East markets is opening up new sales opportunities in many product areas. The processed foods sector offers good prospects for developing country suppliers. We hope the following article will serve as a guideline to exporters of cardamom also. —*Editor.*

The Middle East is enjoying a period of unprecedented economic expansion. At a time when world trade is generally depressed, the oil - producing States of the Middle East and other Arab countries that are receiving massive Arab development aid offer very promising market opportunities. Suppliers in developing countries should be able to get a share of this growing import market in certain product areas.

Much of the greatly increased oil revenues in these countries (estimated at US $ 85 billion in 1974) are being devoted to large industry and infrastructural projects.These large-scale sales and investment transactions make international headlines, perhaps creating a misleading impression that the Middle East is only a market for companies able to handle multimillion-dollar schemes. However, the new economic prosperity of the area has resulted in a rapid rise in consumer spending which, though still low by European and North American standards, represents a major potential for a wide range of consumer products. Processed foods is a prime example of such potential and is a category of goods that a number of developing countries could supply to this area.

Market entry is difficult, however, and careful attention must be paid to marketing factors, particularly pricing, packaging and distribution arrangements. But for processed food producers who are prepared to devote time and effort to tackling these potentially dynamic markets, significant opportunities undoubtedly exist.

This article describes the salient features of Middle East processed foods markets and outlines a step - by - step marketing approach for suppliers who wish to establish themselves in the area.

A PRIME MARKET

Most Middle East countries are highly dependent on imports of good products particularly processed goods. Much of the region consists of arid desert and wasteland, and despite heavy and increasing investment in "hydroponic" agriculture (a soilless cultivation system), agricultural development will not lead to self-sufficiency in good, at least in the foreseeable future. In the processing field, industrial development has purposely been concentrated on diversifying from a local resource base (for example, petrochemicals,building materials, fertilizers etc.) and less on food production. Local processing of foodstuffs would still be highly import-dependent and would divert scarce labour supplies away from other industrial and infrastructural activity.

Before the oil price increases of late 1973, imports of processed foods were relatively small and static and consisted largely of unsophisticated products sold on price rather than consumer appeal. This situation has changed dramatically with increased consumer spending power. Shoppers in the Middle East are becoming increasingly selective in their purchasing habits and more receptive to product promotion, particularly in the field of packaging.

KEY MARKETING FACTORS

The Middle East represents an area of real growth potential and is rapidly becoming the centre of attention for many processed foods producers. United States, European and Japanese exporters have already moved in on these new consumer markets. With a combination of sophisticated packaging and detailed attention to effective distribution, they are quickly achieving dominance in the processed food sectors.

In many countries of the Middle East, however highly sophisticated and expensive advertising is not possible due to local restrictions. To this extent, therefore, exporters from developing countries can compete on more equal terms with the large multinational food-processing companies than in Western Europe, where a high level of advertising expenditure is almost a prerequisite of success in most consumer markets.

This does not imply however, that marketing methods need not be sophisticated for sales to this market. Developing country suppliers must still give careful attention to the critical marketing factors. The following are of crucial importance.

DISTRIBUTION

The distribution of processed foodstuffs is similar in many Middle East markets and can be summarized as follows:

Importer / distributors are key links in the distribution chain. They normally action an exclusive agency basis for individual suppliers. Most importers have large warehouses including cold stores and sell to smaller stockists or direct to large retail outlets

A small number of "supermarkets" have opened in recent years but are seldom as large or sophisticated as their European or American forerunners. The retail trade operates largely along the traditional lines of the "souk" or bazaar shops are small and numerous, and largely individually owned (there are few "multiples" in the European sense)

This fragmented structure of the trade makes widespread distribution difficult to achieve and importers must be selected with care. proof should be obtained of importers ability to secure a large number of contacts both in the wholesale and retail trades. Where possible, agency contracts should include an agreement whereby the agent agrees to appoint sub-distributors both locally and in other population centres taking a commission on all orders placed and acting also as an importer / stockist in his own right. This avoids monopoly of import stocks, which in many cases encourages other importers to take on competing lines from other sources and restricts overall distribution coverage. The widest possible distribution is of vital importance in this area, since in most of the countries conventional advertising and otherforms of promotion are limited due to cultural objections, brand loyalty is weak, and for some market segments effective display may be the only way of ensuring that products are purchased.

The appointment of sub-distributors is particularly important in Iran and Saudi Arabia, where few agents, even those with branch offices, are able to effect real distribution coverage of the whole country.

PACKAGING

Cleverly designed and printed packaging is particularly important in the Middle East for both technical and promotional reasons. Technically the shelf life for many products is short due to harsh climatic conditions and a lack of sophisticated storage facilities in most retail outlets. Stock rotation is not always carried out so products may be on the shelf for some time. Packages must therefore be designed to give adequate protection to the product inside.

Promotionally, good packaging is also important. Merchandising is still in its infancy and only brands with distinctive packaging are able to stand out in shelf displays.

An outstanding example of successful marketing by promotional packaging has been the case of Japanese fruit juice suppliers who have captured major shares of the market in Saudi Arabia and the Gulf with a distinctive product packed in 9 - oz ring – top, screenprinted aluminium cans which stand out above similar products from other countries.

Furthermore, well designed packaging, linked to widespread distribution can in many cases overcome price objections which despite the new-found wealth of the area, are still common in an essentially bargaining - oriented, society.

PRICING

Although pricing is difficult to discuss independent of specific

products, a typical price build-up for most processed foods can be summarized as follows:

Discounts are not a normal feature of the trade although introductory offers of 5% off for initial orders are common, and retailers often allow their customers 10% discounts on quantity purchases.

The key to correct pricing policy in Middle East markets is a prior on-the-spot assessment of prices and competing brands, not only to ensure that offers are competitive but to ascertain what effect offers will have on trade and retail margins. Many similar products retail at a "standard" price in some markets, and lower c. i. f. prices merely result not in lower retail prices but in higher trade and retail margins Thus, low offers by exporters are often exploited by the trade with little benefit either to the exporter or the final consumer. Offers must therefore, be pitched firmly in line with the accepted "standard" retail price. However, in a highly competitive situation exporters may of course decide to make offers deliberately low to encourage traders to accept their products in more dificult markets.

SALES AND PROMOTIONAL POLICY

However well the product is packed: however appropriately it is priced and however intelligently agents are appointed, there are only prerequisites of success and will not guarantee permanent major market shares. Getting established in the market will depend upon continuing support from the exporter.

The number of capable, good importers, particularly in certain countries in the area, is still relatively small, and many of the largest and most competitive handle a wide range of food products and other items. This inevitably leads to neglect of the less important agencies, which only strong motivation and back-up by the principal will correct.

Exporters should therefore, make regular visits to the market. Apart from providing an opportunity for closely monitoring agents' performance, these visits can also be the occasion for:

* Appoitment of agents in new markets.

* On-the - spot observation of market practices and familiarization with the trade and retail sector.

* Regular distribution audits covering availability, sales, prices and brand shares.

* Analysis of consumer preferences (flavour, packaging, new product development).

* Organization and promotional work in conjunction with agents which could include competitions, sampling/tasting sessions and the distribution of free samples snd giveaways. Consideration should be given to exhibiting at suitable trade fairs for example the Tehran Food Fair which takes place each November.

Clearly there is a considerable amount of vital work to be done on a continuing basis if market entry is not to be spoiled by misguided offers, price cutting and inevitably declining sales.

(Courtesy: International Trade Forum.)

BREAK-THROUGH IN JORDAN MARKET

Indian Cardamom export is reported to have made a break through in the Jordan market. This honour has been achieved by Tata Finlay, Cochin with an export of 25 tons of AGB (handpicked) cardamom worth about Rs. 51 lakhs from the port of Cochin. It is also pointed out that this is the biggest quantity ever exported to Jordan at a higher unit value of Rs. 202/- per kg. Export during 1975-76 to this market was only 8 tons worth Rs. 8. 52 lakhs whereas there was no export to Jordan during 1976-77.

CONGESTION PENALISED AT MIDDLE EAST PORTS

Major efforts on the part of the authorities have resulted in remarkable reduction in the delay time at Middle East Ports. By mid November 1977 delays in all the Middle East Ports were down to 2 to 5 days. A very important factor in removing the cargo bottleneck at ports in Saudi Arabia was the setting up of auctions for all goods left for more than 15 days either in the dock side or in a warehouse. In almost all cases port administration has been tightened up and measures introduced to speed up cargo discharge. According to new regulations generally container and roll-on roll-off berths can be occupied for a maximum of 72 hours and there are heavy fines for failing to give and keep correct arrival times.

The port authorities have introduced new regulations at Dubai also which has enabled to speed up the whole operation of docking and cargo discharge in this port.

Cardamom College Disseminates Knowledge, Illuminates Dark Corners: Governor

Smt. Jyothi Venkatachellum, Governor of Kerala, delivering the inaugural address on the occasion of the inauguration of the Cardamom Planters' Association College. Shri R. Balu Alaganan, Vice-chairman Cardamom Board and Smt. Balu Alaganan can also be seen.

Smt Jyothi Venkatachellum, Governor of Kerala has expressed hope that the Planters' College Bodinayakanur would beyond doubt diffuse knowledge and thus root out illiteracy of the down-troddens and illuminate the dark corners in and around Bodinayakanur. She was speaking on the occasion of the official inauguration of the Cardamom Planters' Association College founded by the Bodinayakanur Piranthiya Thenninthiya Ela Vivasayigal Sangam, Bodinayakanur. She lauded the Sangam and its members for the service they are rendering for the cause of education. The Governor also congratulated Shri S.G.Sundaram, Chairman, Cardamom Board for the contribution he has made in realising this dream of the Association.

Unveiling the Donor's Plaque Shri S. G. Sundaram, Chairman, Cardamom Board said that the Association should strive to establish polytechnic institutions which would be job oriented and thus partake in the nation's progress. As far as cardamom is concerned, even though Bodinayakanur was an international market, the streets and lanes here remained dilapidated. He urged the people to join hands in rennovating the town and extended the help of the Cardamom Board in this connection. In this context, he reminded the planters that the prevailing price of cardamom would remain for the next few years more and also pointed out the possibility of an increase in price.

Shri Balu Alaganan, President of the Association and Vice-Chairman, Cardamom Board presided over the function. Shri K. P Thilakar, Vice President of the Association presented the felicitatory address to the Governor and Shri P. Subbaiah, Director of the Association presented the felicitatory address to Chairman, Cardamom Board. The principal of the College proposed a vote of thanks. □

Shri S. G. Sundaram I A S, Chairman, Cardamom Board addressing the gathering. Smt. Venkatachellum can be seen to the right.

ROOT-KNOT NEMATODE ON CARDAMOM

*C. V. Sivakumar – M. Balasubramaniam

Root-knot nematodes (Meloidogyne sp.) damage a number of crops and are especially a very serious threat to perennial crops like grapes, coffee and tea in our country. The damage due to the nematodes is so serious in some instances, that replanting after fumigation is the only solution, which is very expensive, but yet practiced for some remunerative crops, in affluent countries.

Generally the nematode problem in virgin land is introduced by man through infested planting material. In perennial crops the damage could be serious when seedlings or rooted cuttings are infested in the nursery or during early stages of growth and establishment in the transplanted field. The seedlings when severely attacked establish poor and the survivors decline growth and yield and become unprofitable to maintain during the course of a few years.

As the name indicates the root-knot nematodes cause galls on the root. In cardamom these galls are small and may even go unnoticed. Examination of seedlings from primary and secondary nurseries in Valparai, Tamilnadu and Attapadi and Pampadumpara, Kerala, revealed that the root-knot problem exists in all these locations.

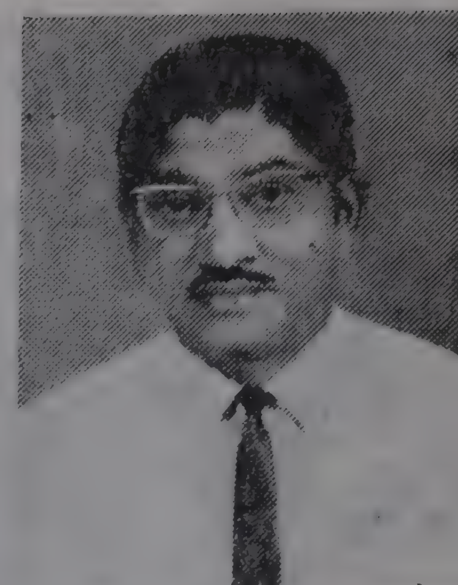
In any soil borne disease prevention is better than cure. Since cardamom seedlings are expensive to raise, the planter should select only land free of root-knot nematodes. It should be located well away from infested patches, if any, within the plantation. The nematodes are easily carried by rain water and so the location of the nursery on the slope below the infested land should be avoided. Soil samples from the proposed nursery area may be sent for examination by experts.

When seedlings are purchased, care should be taken to buy only healthy nematode-free seedlings. Roots and soil from the nursery beds may be sent for examination to a Nematologist, if necessary.

No fool proof chemical control measure is yet available for standing nursery. Application of Temik 10 G at 100 Kg/ha to cardamom nursery has been reported to be effective for root-knot control in Kerala.

—*Courtesy: Kisan world, February 1978*

*Department of Agricultural Entomology, Tamilnadu Agricultural University, Coimbatore.



R. Balu Alaganan Elected Board's Vice-Chairman

Shri R. Balu Alaganan, President of the Piranthiya Thenninthiya Ela Vivasayigal Sangam, Bodinayakanur has been elected Vice-Chairman, Cardamom Board at its 33rd meeting held in Madras. Shri Balu Alaganan representing the large growers of Cardamom on the Board has been President of the Piranthiya Thenninthiya Ela Vivasayigal Sangam for the past 15 years and is also President of the Cardamom Planters' Association College, Bodinayakanur

Born on 25th April 1925 Shri Balu Alaganan is a native of Bodinayakanur and owns extensive cardamom plantations in Kerala. He had his School education at St. Thomas College, Mount Lavinia, Colombo from 1934-1942 and higher education at Madras Christian College, Thambaram (1942—47) and took B. A. (Hons) Degree from Madras University.

He had the honour of being under-sheriff of Madras during

1972-73. He represented the Madras University in Tennis and Cricket and captained the State Cricket team to its first ever victory in the Ranjith Trophy in 1955. He has accompanied the Indian Cricket Team as one of its officials in their tour to New Zealand and West Indies. Shri Alaganan is a well known Cricket Commentator and is the representative of the Madras University in the Board of YMCA College of physical education. ●

QUALITY SEEDLINGS FROM CARDAMOM BOARD'S NURSERIES

Quality cardamom seedlings will be available for sale to growers from the Board's nurseries in the cardamom growing tracts of Kerala, Karnataka and Tamilnadu during June-September 1978. 18 month old seedlings are available at the Board's nurseries in Kerala and Tamilnadu (Mysore variety) at Rs. 1.25 each and Rs. 0.60 for 20 month old seedlings and Rs. 0.25 for 10 month old seedlings from the nurseries in Karnataka (Malabar variety).

Seedlings are also available at the same rates from private nurseries certified by the Board. Application forms and other details can be had from the Director, Cardamom Board, Banerji Road, Ernakulam Cochin-682 018 or from the various field units of the Board in the cardamom tracts in Kerala, Karnataka and Tamilnadu. Last date for receipt of filled in application along with 25% of the cost of seedlings as deposit is 25th March 1978 ●

Profile:

KRISHNA KUMAR GOYAL
Minister of State for Commerce

Shri Krishna Kumar Goyal, Minister of State for Civil Supplies and Co-operation was born in Kota, Rajasthan in 1931. A graduate from Rajasthan University, he also had his LLB degree from the same University and was a practising lawyer in Rajasthan High Court.

Shri Goyal was Municipal Councillor in Kota from 1959 to 1962. He was elected as a member of Rajasthan Legislative Assembly in 1962 and also in 1967 from Kota Bundi Constituency. During his ten years, tenure in Rajasthan Assembly, he was a member of the Public Accounts Committee for about nine years.

Shri Goyal was twice elected as president of the Rajasthan Jansangh He also served two terms as the party's General Secretary. He was detained under Misa after declaration of emergency in June 1975. In the 1977 election, he was elected to the Lok Sabha from Kota Constituency, Rajasthan. □

Production & Exports

I. PRODUCTION

A revised estimate of production of cardamom for the current season 1977-78 is placed at 3800 MT with state-wise break-up as follows:-

State	Production (M. T.)
Kerala	2600
Tamil Nadu	300
Karnataka	900
Total	3800

II SALES AND WEIGHTED AVERAGE PRICES AT AUCTIONS

State-wise auction sales and average prices of cardamom during the current season compared to last season are given below. The figures relate to the period August-January only.

STATE	January 1978 Sales (MT)	January 1978 Av. Price (Rs/Kg.)	January 1977 Sales (MT)	January 1977 Av Price (Rs/Kg)	Aug-Jan 1978 Sales (MT)	Aug-Jan 1978 Av. Price (Rs./Kg.)	Aug-Jan 1977 Sales (MT)	Aug-Jan 1977 Av. Price (Rs./Kg.)
Kerala	105	144.76	57	184.38	1992	142 65	723	168 61
Tamil Nadu	18	125.01	7	174.01	98	114 25	62	157.43
Karnataka	50	117.15	20	158.04	381	102.62	277	148.92
Total:	173	134.65	84	177.19	2471	135.47	1062	162 82

It is seen from the above table that the quantity sold through auctions during January 1978 was considerably high as compared to January 1977. The total auction sales during the current season (Aug-January only) was more than double compared to last year. Against 1062 MT sold during 1976-77, 2471 MT were sold during the current season. Last year production was only 2400 MT while production for the current season is estimated to be 3800 MT. Moreover last year there was no regular auction after 12th January on account of the imposition of export duty, at the high rate of Rs. 50/- per kg. on 12-1-1977 and consequent standstill position in the trade. The auction sales during the current season surpassed all the previous records, the maximum quantity sold in the past being 2050 M.T. during 1971-72 (Aug-January). A graph showing the arrivals of cardamom in the auctions and the production for the last 5 years is appended.

The weighted average auction price during January 1978 was Rs. 134.65 per kg. as against Rs 177.19 per kg. during the pre-duty period of the previous year. The higher price realisation during the pre-duty period of the previous year was only on account of the extra-ordinary situation resulting from a shrinkage in production. But after the imposition of export duty, prices at auctions came down to Rs. 120-130 per kg. during March-April 1977. However during the current season price has gradually picked up from Rs. 130/- per kg. during the beginning of the season to Rs. 144/- per kg. during December 1977. During January 1978 the price came down to Rs. 135/- per kg. The average price at the important auction centre at Vandanmettu remained at Rs. 162 per kg. during December 1977 and Rs. 147 per kg. during January 1978.

III. EXPORTS

As per the reports received from the Customs Authorities 284 M. T. of cardamom valued at Rs. 477.29 lakhs have been exported during January 1978 as against 139 M T. valued at Rs. 280.96 lakhs during January 1977. An average price of Rs 168 per kg. was realised as against Rs. 202/-per kg realised during the pre-duty period of January 1977.

The total export of cardamom during the current financial year (April-January only) thus totalled to the peak level of 2341 M T. with an earning of about Rs. 40 crores. Never in the past we have achieved such a remarkable performance in exports in terms of both quantity and earnings.

A. V. THOMAS GROUP COMPANIES

THE NELLIAMPATHY TEA & PRODUCE COMPANY LIMITED

Registered Office:		W-19/528, Beach Road Post Box No. 47 ALLEPPEY - 688 001	
Manalaroo Estate Padagiri P. O. (Via) Nemmara Palghat Dist.	-	Area under Cardamom	408 Hects

THE HIGHLAND PRODUCE CO. LTD.

Registered Office:		W-19/528, Beach Road Post Box No. 47 ALLEPPEY - 688 001	
Carady Goody Estate Vandiperiyar P. O.	-	Area under Cardamom	226 Hects.
Pasuparai Estate Pasuparai P. O. Elappara	-	Area under Cardamom	82 Hects.

THE MIDLAND RUBBER & PRODUCE CO. LTD.

Ragistered Office:		W-19/528, Beach Road Post Box No. 47 ALLEPPEY – 688 001	
Arnakal Estate Vandiperiyar P. O.	-	Area under Cardamom	292 Hects.

THE KALPETTA ESTATES LTD.

Registered Office:		W-19/528, Beach Road Post Box No. 47 ALLEPPEY – 688 001	
Chulika Estate Meppadi P. O. Kozhikode Dist	–	Area under Cardamom	206 Hects.

The export performance during the ten months period of the current year has surpassed even the previous annual peak performance of 2147 MT during 1971 - 72 and Rs. 19.38 crores during 1975-76. The export earning during the period was more than double the previous annual peak. We estimate about 300 MT valued at about Rs.5 crores during February and March. This would constitute a total exports of more than 2600 M T. with an earning of Rs. 45 crores, during the current financial year. The anticipated total export will thus exceed even the total production of the previous year.

The month - wise export performance during 1977 - 78 and 1976-77 (April-January only) are given below:

Month	1977-78 Quantity (MT)	1977-78 Value (Rs./lakhs)	1977-78 U. Value (Rs./kg.)	1976-77 Quantity (MT)	1976-77 Value (Rs/lakhs)	1976-77 U. Value (Rs./kg.)
April	104	206.67	198.20	152	170.96	112.68
May	200	372.29	186.50	66	71.56	108.50
June	158	280.62	176.92	66	71.67	108.88
July	76	127.80	168.89	39	45.25	114.54
August	90	157.91	172.20	19	25.28	134.95
September	87	141.20	162.28	19	25 63	135.28
October	373	613.36	164.60	13	16.68	121.79
November	404	681.87	168.85	56	81.37	145.44
December	565*	922.58*	163.19*	132	242.77	184.23
January	284*	477.29*	168.32*	139	280.96	202.75
Total:	2341	3981.59	170.14	701	1032.13	147.24

Note: * Figures for December 1977 and January 1978 are based on Customs Reports for which country-wise, grade-wise break up are not available at present. Against 849 MT valued at about Rs. 1400 lakhs reported by the Customs for December 1977 and January 1978, we have received figures for 625 MT. valued at Rs. 1128.38 lakhs so far from the exporters. Exporters have been reminded to forward details of the remaining 224 MT.

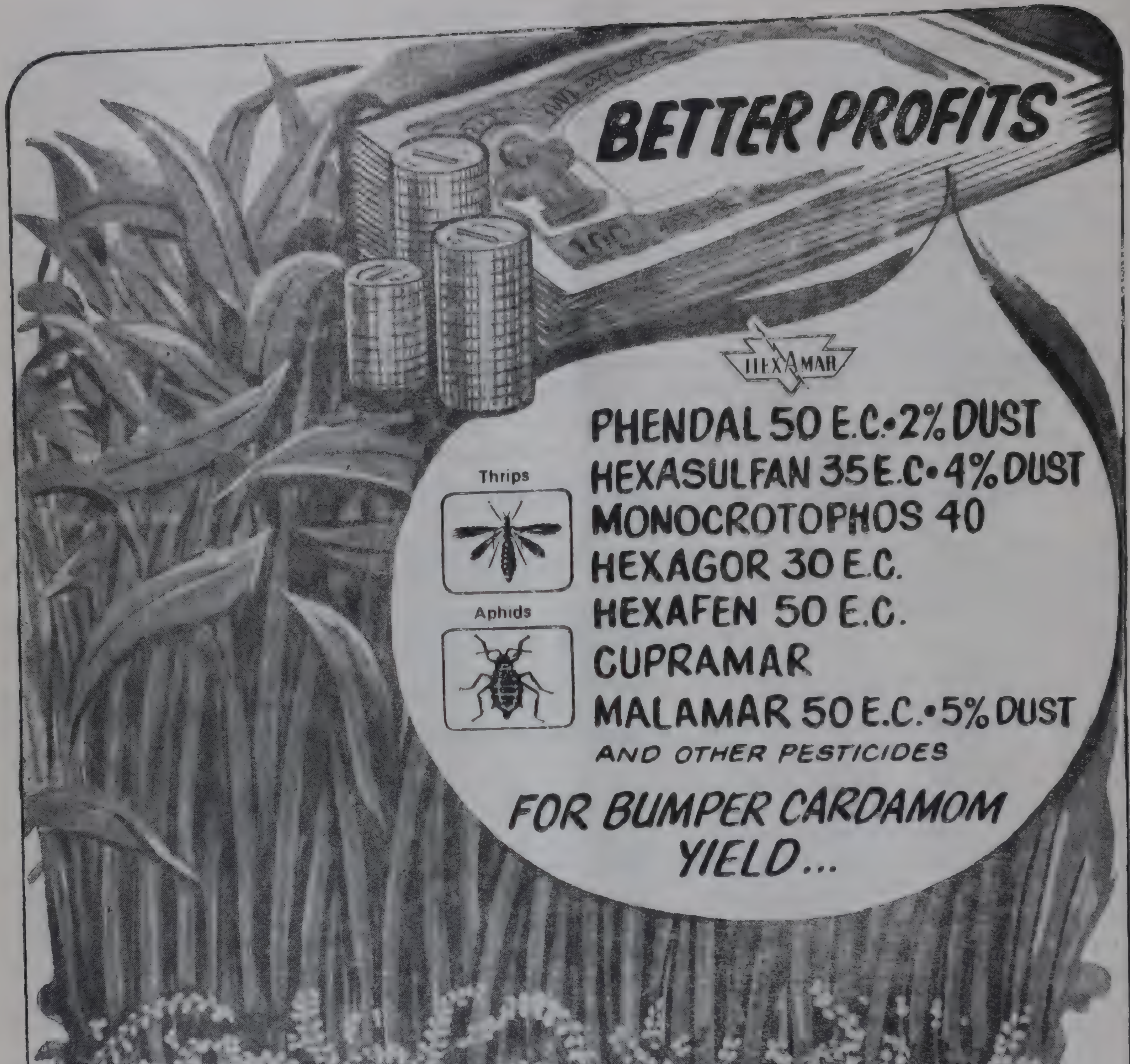
Source : Monthly Export Returns from Cardamom Exporters.

Another note - worthy fact is that the export earnings during the last 2 months (December 77 January 78) itself i. e, Rs. 14 crores, was equal to the total earnings of 1976-77. Quantitatively also against 893 M. T. exported during 1976-77, 849 M. T were exported during the 2 months of the current year.

A peculiar fact to be noted with regard to the prices of cardamom during the current year is that inspite of higher production the prices could be maintained at reasonably higher levels. Usually a higher production is followed by a decline in price as happened in the year 1970 - 71 and 1971-72 When the production went up from 2300 M. T. during 1969 - 70 to 3170 M. T. during 1970-71 the average export price came down from Rs. 78/- per Kg. to Rs. 66/- per kg. Similarly when production further increased to 3785 M T. during 1971-72 the price steeply declined to Rs. 37/- per kg. The backlog of production of 1970-71 carried over to 1971 - 72 coupled with the higher production of 1971-72 resulted in the steep fall in price. However during the current year though production is estimated to be of the order of 1971 - 72 level i.e. 3800 M.T. the average export price could be kept steady in the range of Rs. 162/- to Rs. 168/- per kg This peculiar and advantageous situation of higher production and higher prices could be brought out as a result of Board's concerted efforts to hold the price line up by way of disseminating current information on prices, demand and supply position etc. to the planters and traders and also by giving proper and timely guidance to the exporters, solving their problems etc.

The total production estimated for the current season beginning from August 1977 is 3800 M.T. Out of this about 1200 M T. will be for internal consumption. The remaining 2600 M. T. will have to be exported. The anticipated export from current year's crop during the financial year 1977-78 i. e. upto 31st March 1978, is 2100 M. T. and the balance of 500 M. T. will be carried over for export during the next off - seasons April - July 1978 which will be accounted for in the financial year 1978-79. The total export anticipated for the current financial year (1977 - 78)is 2600 M.T. made up of 2100 M T. from current season's crop and about 500 M.T. from previous year's carry over stock. The anticipated earnings for 1977-78 is Rs. 45 crores. Next year's crop (1978-79) is also expected to be of the same order of 3800 M.T. However if the climate remains favourable with adequate summer showers next year's crop could be even beyond 4000 M T.

(Continued on Page 33)


BETTER PROFITS
HEXAMAR
PHENDAL 50 E.C.•2% DUST
HEXASULFAN 35 E.C•4% DUST
MONOCROTOPHOS 40
HEXAGOR 30 E.C.
HEXAFEN 50 E.C.
CUPRAMAR
MALAMAR 50 E.C.•5% DUST
AND OTHER PESTICIDES
Thrips
Aphids
FOR BUMPER CARDAMOM
YIELD...
HEXAMAR
CONSULT
BHARAT PULVERISING MILLS PRIVATE LTD
HEXAMAR HOUSE BOMBAY-400 025 • MADRAS, 600 019

OTHER COMMODITIES: TEA
MASSIVE RISE IN EXPORTS

Production of tea in the first eight months of 1977 amounted to 349.45 million kg. marking a 14.78 per cent rise over the output in the corresponding period of1976. An all time record for any January - August period, this output was made possible by a 30.7 per cent increase in South India and 102 per cent in North India.

World production of tea during these eight months has been ahead of last year's comparable figure by 84 million. kg. and the year is likely to close with a surplus of at least 110 million kg. over last year. India's share of this surplus, already over 45 million kg. may well mount to 75 million kg. or more. Almost all major tea producing countries, with the exception of Uganda and Mozambique, have recorded impressive production gains.

However, the effect of this large surplus is not yet reflected in the level of auction prices in London, Calcutta or Cochin. Though the prices have been falling, the decline is not to the extent warranted by the huge rise in production. One explanation generally advanced is that a substantial section of coffee drinkers (excluding India) has switched over to tea because of the runaway increase in coffee prices.

Indian tea exports during April-July amounted to Rs 152.53 crores, a massive increase of 250 per cent over the Rs. 58.7 crores earned during the corresponding period of last year. Export demand for packet tea is expected to increase by 12 to 15 per cent over the whole of 1977 - 78 as against the 7 per cent and 5 per cent rise in the previous two years. The shift towards packet tea is claimed to be the result of the 10 per cent cash incentive on the value of exports (the net amount being free of taxes) and more importantly, the virtual equalisation of the landed cost of packet and loose teas in the overseas markets following the imposition of export duty on loose teas.

Industry sources have pleaded for the abolition of the export duty of Rs 5 per kg on loose tea on the ground that the London auction prices have dipped too low to attract Indian exports. They also fear that the latest devaluation of Sri Lanka's currency is likely to make that country's tea exports cheaper than India's. The Union Commerce Ministry has sought the opinion of the Tea Board on the question of export duty abolition.

The Tea Trading Corporation of India (TTCI) is expected to conclude deals with Afghanistan for the supply of packaged tea worth over Rs. 2 crores to that country. Only recently TTCI won a Rs. 3 crore contract for the supply of packaged tea to Libya. It has also won export orders for the first time from Greece, Holland, Denmark, Yugoslavia and Hungary. It has accordingly revised its export projections for the current financial year from Rs. 7.5 crores to Rs. 8.5 crores.

The Government has decided to make tea available to consumers throughout the country through co-operation outlets at a fixed price of Rs. 16.50 per kg inclusive of all taxes. The National Agricultural Co-operative Marketing Federation of India (NAFED) and the National Consumers Co-operative Federation (NCCF) have jointly planned the operations for the distribution of CTC tea through their various offices and the consumer co-operative stores on a nation-wide basis. Similar arrangements are stated to have been made for retail distribution through the retail outlets located in all metropolitan cities. Steps have also been taken to ensure participation in these operations by all consumer co-operative stores. The retailers will be allowed a margin of 50 paise per kg. exclusive of transport costs.

(Source: The Economic Scene)

SALES AND PRICES AT

Centre	OCTOBER 1977 Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maxi-mum	Mini-mum	Weighted average	OCTOBER 1976 Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maxi-mum	Mini-mum	Weighted average
Vandanmettu	1-10 77	59099	185.00	31 40	137.32	2-10-76	12210	150.90	50.00	135.98
	4-10-77	49029	161.90	63.90	136 59	5-10-76	10554	153 70	95.00	138.52
	8-10-77	57694	169.00	25.50	137.15	9-10-76	18890	161.90	66.00	139.64
	11-10-77	41967	170.00	50.00	140 98	12-10-76	14068	162.20	117.00	147.00
	15 10-77	63839	189.00	40.00	148,59	16-10-76	2 515	163.90	51.20	148.98
	18 10-77	39349	169.10	67 00	143.96	19-10-76	18439	170.60	115 10	153.71
	22-10-77	70131	179 60	24.90	141.89	23-10-76	12356	178.40	59.50	162·98
	25-10-77	39554	181.90	60.10	143.95	26-10-76	13537	197:20	138.20	174.96
	29-10-77	71061	188 00	40 00	153.68	30-10-76	23792	220.10	141.10	189.55
Udumbanchola	7-10-77	1603	142.80	38.00	124.76	3-10-76	1221	140.10	117.10	135.57
	7-10-77	3174	145 20	70.10	130.43	8-10-76	561	140.00	132.10	136.96
	14-10-77	4465	157 00	74.90	133.74	15-10-76	431	154.70	112.10	146.13
	14-10-77	2283	159.00	58.00	128.19	24-10-76	880	167.00	118.90	157.61
	21-10-77	2424	158.00	77.00	131.92	29-10-76	1234	191.00	159.40	182·21
	21-10-77	1866	146 90	57 00	132.01	—	—	—	—	—
	28-10 77	4167	176.20	69.90	143.11	—	—	—	—	—
	28-10-77	1504	158.10	74.00	139 09	—	—	—	—	—
Santhanpara	3-10-77	5707	149.90	34 60	127.95	4-10-76	1594	143.40	30.00	130.33
	6-10-77	5090	148.10	55.00	117.96	8-10-76	2413	139.00	35.00	132.33
	10-10-77	6089	144.50	26.10	121.21	11-10-76	2696	154.50	27.90	138.64
	13-10-77	7558	161.00	63 10	128.74	14-10-76	4882	154.50	36.00	141.49
	17-10-77	4708	157.10	64 30	131.66	18-10-76	2415	153.80	25.00	147.37
	20-10-77	7078	151.00	54.90	124.07	21-10-76	4485	157.20	125.00	149.27
	26-10-77	6631	161.10	68.30	133.60	25-10-76	5365	178.10	55.00	161.13
	27-10-77	3978	155.90	61·10	133.99	28-10-76	3483	190.40	146.00	176.26
	31-10-77	10271	164.10	74.70	125.16	—	—	—	—	—
Kallar	5-10-77	8347	149.90	30.00	113.88	6-10-76	3543	146.00	94.60	134.56
	12-10-77	5629	165.30	49.10	123.62	13-10-76	4030	154:90	85.00	141.45
	19-10-77	9152	159.00	23.40	120.75	20-10-76	4298	158.90	82.00	148.10
	26-10-77	6796	161 00	36.50	122.80	27-10-76	2160	192.10	91.00	172.43
Cochin	10-10-77	3419	154.00	97.00	118.18	11-10-76	1241	151.00	120.00	135.06
	24-10-77	3667	163.80	65.00	114.04	25-10-76	1381	182.95	135.05	166.53
Pattiveeranpatty	9-10-77	4858	155.00	60.00	98.17	3-10-76	1957	147.10	57.40	124.70
	16-10-77	5406	200.00	50.00	109.75	10-10-76	1772	156.20	56.20	132.18
	23-10-77	4281	200.00	40.10	103.25	17-10-76	3836	161,00	28.00	138.34
	30-10-77	6190	177.50	65.00	109 45	24-10-76	2502	175.00	24.00	143.70
	—	—	—	—	—	31-10-76	3542	219.10	139.00	182.38

CARDAMOM AUCTIONS

	OCTOBER 1977					OCTOBER 1976				
Centre	Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maxi-mum	Mini-mum	Weighted average	Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maxi-mum	Mini-mum	Weighted average
Mangalore	6-10-77	86	80.00	10.00	67.00	7-10-76	85	129.00	77.50	123.60
	17-10-77	666	110.00	20.00	90.00	18-10-76	395	150.00	60.00	140.51
	20-10-77	37	73.00	40.00	63.53	25-10-76	63	151.00	130.00	149.23
	24-10-77	84	100.10	40.00	90.00	—	—	—	—	—
	24-10-77	24	82.00	82.00	82.00	—	—	—	—	—
	26-10-77	7142	117.50	64.00	95.00	—	—	—	—	—
	31-10-77	16	81.00	81.00	81.00	—	—	—	—	—
Mercara	14-10-77	761	110.00	80.00	90.00	1-10-76	14'2	147.00	90.00	N.A.
	28-10-77	783	120.00	63.50	92.00	8-10-76	4751	154.50	115.00	130.00
	—	—	—	—	—	15-10-76	5783	150.00	125.50	133.00
	—	—	—	—	—	22-10-76	4059	151.10	104.40	140.00
	—	—	—	—	—	29-10-76	5937	178.00	130.00	162.00
Saklaspur	1-10-77	671	143.00	73.40	98.00	4-10-76	460	147.00	123.80	138.15
	4-10-77	5912	171.00	64.00	98.54	4-10-76	451	160.00	119.50	141.87
	4-10-77	355	118.10	89.00	102.05	5-10-76	4427	163.60	94.50	136.38
	5-10-77	419	139.10	80.00	96.00	5-10-76	640	154.80	132.50	136.55
	5-10-77	907	157.50	76.00	101.20	6-10-76	1336	164.50	120.00	137.89
	6-10-77	6017	149.60	15.00	91.67	6-10-76	83	133.09	116.00	128.67
	8-10-77	664	140.00	35.50	95.47	7-10-76	2633	172.00	115.00	140.39
	11-10-77	7364	151.00	50.00	93.51	9-10-76	661	160.00	135.00	142.00
	11-10-77	348	110.00	85.00	97.10	12-10.76	1007	152.50	131.00	140.78
	12-10-77	418	138.00	43.10	93.46	12.10-76	6354	162.50	100.00	135.72
	13-10-77	4324	124.00	70.00	89.92	13-10-76	2185	161.40	45.00	136.13
	15-10-77	741	124.00	73.00	90.22	14-10-76	5088	163.20	125.20	127.70
	15-10-77	1859	135.90	72.30	93.75	16-10-76	855	146.10	130.90	137.97
	18-10-77	447	104.00	80.50	95.12	16-10-76	1013	150.00	133.10	148.00
	19-10-77	554	129.00	68.40	90.95	19-10-76	881	149.10	127.00	145.00
	19-10-77	1574	147.00	74.00	95.72	19-10-76	6540	163.50	75.00	134.89
	20-10-77	4947	134.00	70.00	77.70	20-10-76	1972	162.10	88.70	138.88
	22-10-77	923	132.00	71.00	94.77	21-10-76	5369	160.00	125.00	139.02
	25-10-77	6021	147.00	53.00	91.90	26-10-76	8243	170.10	110.00	152.55
	25-10-77	468	108.40	70.00	91.14	26-10-76	1219	155.00	146.10	151.20
	26-10-77	344	125.40	55.00	81.73	27-10-70	2146	176.30	130.00	155.33
	26-10-77	1798	145.20	70.00	93.68	28-10-76	8250	174.10	140.00	151.92
	27-10-77	4708	133.00	63.00	88.21	—	—	—	—	—
	29-10-77	1715	121.30	73.00	96.60	—	—	—	—	—
Sirsi	—	—	—	—	—	6-10-76	265	136.25	130.07	119.80
	—	—	—	—	—	13-10-76	468	147.00	68.08	123.25
	—	—	—	—	—	20-10-76	636	138.00	35.00	120.75
	—	—	—	—	—	27-10-76	321	147.57	41.75	131.51

SALES AND PRICES AT

Centre	NOVEMBER 1977 Date	Sales (kgs.)	Rate Rs. / kg. Max.	Min.	Av.	NOVEMBER 1976 Date	Sales (kgs)	Rate Rs. / Kg. Max.	Min.	Av.
Vandanmettu	1-11-77	48512	190.10	70.90	151.32	2-11-76	25219	230.00	147.10	196.69
	5-11-77	73220	200.00	43.10	150.63	6-11-76	26180	215.50	60.00	186.15
	8-11-77	50948	201.10	70.00	153.60	9-11-76	21378	215-90	120.00	184.18
	12-11-77	45000	189.60	60.60	150.12	13-11-76	21532	206.20	31.00	183.14
	15-11-77	21602	176.20	46.10	140.35	16-11-76	23591	251.00	100.10	183.92
	19-11-77	36906	199.00	60-10	143.18	20-11-76	24893	221.00	75.00	185 43
	23-11-77	21337	192.90	70.10	159.03	23-11-76	24397	215.10	165.00	184.00
	26-11-77	54957	207.00	67.50	155.83	27-11-76	26269	209.50	120.10	180.55
	29-11-77	35794	209.10	75.10	152.84	30-11-76	15949	218.00	150.10	175.90
Udumbanchola	4-11-77	4096	160.00	75.50	141.09	5-11-76	536	189.00	100.50	174.31
	4-11-77	2865	160.60	75.00	140.96	12-11-76	766	185.30	159.30	169.50
	11-11-77	2857	161.00	80.10	144.64	19-11-76	586	185.00	169.20	175.86
	11-11-77	1674	166.90	83.10	152.43	26-11-76	—	—	—	—
	18-11-77	1881	160.00	71.00	128.96	-	—	—	—	—
	18-11-77	1736	145.30	54.90	117.44	—	—	—	—	—
	25-11-77	2503	165.10	81.50	143.31	—	—	—	—	—
	25-11-77	2255	168.00	49.50	139.30	—	—	—	—	—
Santhanpara	3-11-77	10407	165.00	62.90	132.35	1-11-76	3785	200.00	35.00	181.08
	7-11-77	4215	161.50	20.00	141 95	4-11-76	3092	195.00	147 10	182.51
	10-11-77	4657	163.20	78.90	136 81	8-11-76	3217	190.40	26.10	175.32
	14-11-77	1655	163 10	71.70	130.47	11-11-76	3951	185.10	95.00	176.00
	17-11-77	2210	160.10	73.30	117.53	15-11-76	3650	190.80	28.10	175.98
	21-11-77	3683	165.10	85.40	133.70	18-11-76	3370	185.90	163.80	177.09
	24-11-77	4211	166.80	58.00	132.66	22-11.76	3069	185.70	160.10	179.22
	28-11-77	3677	161.10	68.30	135.58	25-11-76	2582	181.00	150.10	175.22
	—	—	—	—	—	29-11-76	1432	186.00	77.00	170.15
Kallar	2-11-77	9607	155.50	69.10	126 48	3-11-76	4903	197.90	36.30	175.06
	16-11-77	6783	152 00	41 00	120 40	10-11-76	2292	199.20	143 00	178.59
	23-11-77	4609	155.80	27.10	120 84	17-11-76	3534	192.90	65.10	176.49
	30-11-77	6106	164.50	42.00	132 24	24-11-76	3131	190.60	132.20	175.26
Cochin	28-11-77	4850	185.00	64.20	143.60	8-11-76	2699	209.00	125.10	181.85
	—	—	—	—	—	22-11-76	1249	204.00	168.95	182.40
Pattiveeranpatti	6-11-77	6585	180.00	45.50	115.70	7-11-76	5010	201.00	44.10	170.70
	13-11-77	3513	174.60	50.20	102.00	14-11-76	4514	194.00	50.00	169.30
	20-11-77	3987	140.00	70.00	102.84	21-11-76	3755	221 90	130.90	166.44
	27-11-77	4189	155.10	65.50	106.70	28-11-76	4738	190.00	190.00	168.54

CARDAMOM AUCTIONS

Centre	NOVEMBER 1977					NOVEMBER 1976				
	Date	Sales (kgs.)	Rate Rs. / kg Max	Min.	Av.	Date	Sales (kgs.)	Rate Rs. / kg. Max.	Min.	Av.
Mangalore	2-11-77	5115	124.50	62.00	95 00	1-11-76	9	152.00	110.00	121.72
	14-11-77	535	113.50	30 00	85.00	8-11-76	28	152.00	152.00	152 00
	28-11-77	364	116 50	63.10	90 00	8-11-76	613	177.50	104.00	165 00
	28-11-77	1111	122.60	40.00	110.42	29-11-76	356	160.10	100.00	151-57
	30-11-77	9310	148.00	76.00	105 00	—	—	—	—	—
Mercara	4-11-77	1028	118 00	65.50	93.00	5-11-76	2226	181.00	130.50	155 00
						12-11-76	5499	192.00	121 00	162 00
						19-11-76	3375	171.50	151.00	164.00
						26-11-76	398	169 00	158.00	160.00
Saklespur	1-11-77	10440	135.10	70.00	91 84	2-11-76	1698	204.00	156.10	167.15
	1-11-77	701	115 30	84.70	94.18	2-11-76	11053	199.00	112.00	164.70
	2-11-77	3123	158 00	69 00	89 35	3-11-76	1982	190.00	130.00	165.20
	2-11-77	807	151.00	40.10	92.70	4-11-76	5746	182.00	120.80	163.57
	3-11-77	6213	142.20	63 10	93.35	6-11-76	873	175.10	130.00	143.04
	5-11-77	1494	160.10	55 90	91.75	9-11-76	645	173.70	146 00	150.20
	8-11-77	223	135.10	76.30	92.13	9-11-76	4595	173.30	85.00	147.49
	8-11-77	7968	151 00	73.00	92.92	10-11-76	646	175 80	25.00	144.67
	9-11-77	1802	157.30	72.20	88.55	11-11-76	3351	170.00	139.80	153.12
	9-11-77	651	140.50	41.00	90 95	13-11-76	1332	185.40	144 10	161.18
	10-11-77	3294	129.00	65.00	94.60	16-11-76	1968	175 40	138.80	164.29
	12-11-77	1360	155.00	68.00	92 13	16-11-76	5762	183.30	133.00	157 29
	12-11-77	966	158.00	73.00	90 88	17-11-76	2183	186.00	135.20	156.46
	15-11-77	7626	153.00	70.30	89.25	18-11-76	5956	185.10	148.50	158.00
	15-11-77	635	144.50	85.50	93 44	20-11-76	1259	178.40	138 60	145.55
	16 11-77	918	142.00	73.90	92.17	23-11-76	240	170 00	144.30	155.40
	16-11-77	1662	141.10	56 00	88 00	23-11-76	5414	187 50	138.30	153 94
	17-11-77	4994	150.00	60.00	89.81	24-11-76	1034	170.00	127.00	153.56
	19-11-77	877	150.20	75.00	83.08	25-11-76	3114	176.00	125.10	152 91
	22-11-77	9542	163.10	72.40	92.88	30-11-76	486	150 10	122 00	142.50
	22-11-77	308	105.00	70.10	92.83	30-11-76	5763	180.14	117 50	145 85
	23-11-77	597	131.00	59.00	86.13	—	—	—	—	—
	23-11-77	1130	137 80	75.40	88.71	—	—	—	—	—
	24-11-77	6729	150 10	65.00	96.66	—	—	—	—	—
	26-11-77	1015	150.20	75.00	91 18	—	—	—	—	—
	26-11-77	1079	125.95	70.10	92.30	—	—	—	—	—
	29-11-77	1165	185.00	55.00	97.16	—		—	—	—
	29-11-77	1469	150.00	76.90	95.08		—		—	—
	30-11-77	2694	150.00	73.50	94.10	—	—	—	—	—
	30-11-77	1088	148.10	65.00	97 91	—	—	—	—	—
Sirsi	—	—	—	—	—	3-11-76	619	182.00	105.75	160.87
	—	—	—	—	—	10-11-76	440	168.00	73.00	138.07
	—	—	—	—	—	17-11-76	145	164.00	20.00	155 58
	30-11-77	397	126.77	43.26	84.72	24-11-76	211	156.00	11.11	145.39

SALES AND PRICES AT

Centre	DECEMBER 1977 Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maximum	Minimum	Weighted average	DECEMBER 1976 Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maximum	Minimum	Weighted average
Vandanmettu	3-12-77	50306	210.10	70 00	154.79	4-12-76	22328	119.10	51.00	172.97
	6-12-77	25195	216.00	77.90	155 06	7-12-76	15324	206 00	114 10	175.74
	10-12-77	46880	217.00	56.00	163.70	11-12 76	18269	209.30	81.10	174.21
	13-12-77	32026	198.00	60.00	165 41	14-12-76	12352	206.60	134 00	176.80
	17 12 77	43403	220.10	65.90	169.95	18-12-76	12779	212.60	79.00	186.52
	20-12-77	18991	252.10	64.10	162.33	21-12-76	11309	217.90	147.00	183.06
	24-12-77	32499	215 10	77.90	159.81	26 12-76	12233	213.00	60.10	184.95
	27-12-77	14200	195.20	79 50	154.85	28-12-76	5138	210.90	168.90	189.25
	31-12-77	23592	225.10	71 00	163.51	—	—	—	—	—
Udumbanchola	2-12-77	2884	156.90	86 20	143.44	3-12-76	824	182.20	155.00	167.63
	2-12-77	3663	167 80	83.00	138 84	17-12-76	803	183.00	163.00	171.75
	9-12-77	4159	164 00	70 10	141.52	—	—	—	—	—
	9-12 77	5113	190.00	99.80	145.95	—	—	—	—	—
	16-12-77	2628	170.00	85.95	146.83	—	—	—	—	—
	16-12-77	5334	192 10	81 00	150.15	—	—	—	—	—
	23-12 77	2784	193 10	55 00	151.97	—	—	—	—	—
	23-12-77	4585	210.00	107.10	161 94	—	—	—	—	—
	30-12-77	1267	173.90	76.10	151.81	—	—	—	—	—
	30-12-77	1772	168.70	94.80	148 51	—	—	—	—	—
Santhanpara	1-12-77	4899	185.00	36 40	132.79	3-12-76	1890	117.60	155.25	168.80
	5-12-77	6458	168.00	5.00	116.62	6-12-76	354	174.70	157.10	165.95
	8-12-77	5642	170.20	54.10	130.08	9-1-276	965	167.30	152.50	160.15
	12-12-77	2904	169.60	81 20	137.42	13-12-76	1339	166.30	144.10	162.20
	15-12-77	4349	168.20	104.00	144.19	16-12-76	1613	172.10	146.90	165.27
	19-12-77	1267	172.10	60 00	144.47	20-12-76	2245	194.00	41.00	196.57
	22-12-77	4425	210.10	78.20	151.90	23-12-76	2650	187.10	145.10	174.24
	26-12-77	1372	175.00	5 00	128 32	27-12-76	1198	189.10	109.30	174.47
	29-12-77	1181	164 90	92 20	141 20	30-12-76	1232	179.10	42.00	172.22
Kallar	7-12-77	7246	168.90	72.00	135.78	8-12-76	3066	186.90	115.50	164.79
	14-12-77	7003	166.10	55.20	135.34	15-12-76	2644	181.00	140.20	166.88
Cochin	5-12-77	3359	171.10	60.50	137.84	6-12-76	325	200.00	163.05	178.17
	12-12-77	2824	170.20	83.00	131 43	—	—	—	—	—
	19-12-77	1890	187.80	76.90	143.20	—	—	—	—	—
	28 12-77	2069	176 50	68.10	132 28	—	—	—	—	—
Pattiveeranpatty	4-12-77	3812	177.10	52.00	109.24	5-12-76	3703	184.10	31.00	161.33
	11-12-77	6429	187.00	100.00	131.64	12-12-76	4085	210.00	65.60	155.00
	18-12-77	5258	199 50	76.00	144.71	19-12-76	4255	206 90	19.00	170.46
	25-12-77	4134	193.00	70 20	127 45	26-12-76	3393	07.50	80.00	176.93
	30-12-77	5429	192.00	90.00	136.04	—	—	—	—	—

CARDAMOM AUCTIONS

Centre	DECEMBER 1977					DECEMBER 1976				
	Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maximum	Minimum	Weighted average	Date of auction	Sales (kgs.)	Rate (Rs./kg.) Maximum	Minimum	Weighted average
Mangalore	8-12-77	63	137.00	10.10	101.98	9-12-76	125	166.00	60.00	153.14
	14-12-77	8590	155 50	69.00	120.00	20-12-76	72	156.00	156.00	156.00
	22-12-77	15	110.10	50.00	97.97	—	—	—	—	—
	26-12-77	348	123 00	95.00	117.42	—	—	—	—	—
Mercara	2-12-77	1550	150 00	80.00	113.00	3-12-76	38	155.00	155.00	155.00
	30-12-77	1681	150 00	70.50	111 84	31-12-76	5423	N.A.	N.A.	N.A.
Saklespur	1-12-77	8560	146 00	70 00	100.87	1-12-76	806	174.00	80.00	145.48
	3-12-77	2328	139 10	50 00	96.12	4-12-76	691	169.10	123.00	145.86
	6 12-77	9144	190.00	65.10	101.95	7-12-76	4438	176.10	139.00	148.43
	6-12-77	1408	154.00	87.90	98.09	7-12-76	652	169.30	138.00	146.10
	7-12-77	1374	158.50	80 00	97 88	8-12-76	2178	185.10	117.00	149.61
	7-12-77	2246	156 00	76 00	97.85	9-12-76	6009	184.70	125.00	151.67
	8-12-77	9276	140.00	78.00	105.25	11-12-76	1332	174.30	121.10	151.95
	10-12-77	888	151.00	76.40	99.05	14-12-76	5732	180.00	112.00	152.36
	10-12-77	1186	163.80	88.10	103.60	14-12-76	1251	179.50	145.00	156.30
	13-12-77	15233	206 00	72.10	108 07	16-12-76	4795	185.00	100.00	148.09
	13-12 77	1392	164.00	89.00	103.12	22-12-76	1336	203.00	121.00	158.95
	14-12-77	2506	161.80	80 00	104.55	23-12-76	6028	205 00	118.50	156.03
	14-12-77	1330	162.10	80.00	111 35	27-12-76	1664	201.20	125.00	157.27
	15-12-77	8962	165.00	75.00	115.26	28-12-76	9522	192.90	127.00	154 11
	17-12-77	1169	157.00	82.00	110 28	28-12-76	301	187.20	160.00	160.00
	20-12-77	10239	173.00	79.50	113 83	29-12-76	739	196.10	130.00	154.97
	20-12-77	1794	160.10	93.00	106.01	30-12-76	3532	190.00	127.00	157.70
	21-12-77	3170	167.00	101.00	116.10	30-12-76	1235	192.00	101.00	159.25
	21-12-77	2208	169.00	82.00	111.77	—	—	—	—	—
	22-12-77	7164	160 00	83.00	117 20	—	—	—	—	—
	24-12-77	900	172.00	82.80	116.99	—	—	—	—	—
	27-12-77	5773	165.00	70.10	113.37	—	—	—	—	—
	28-12-77	1164	161.00	85.10	108.72	—	—	—	—	—
	28 12-77	1001	156.60	85 00	106.80	—	—	—	—	—
	29-12-77	4409	155.00	86.00	114.80	—	—	—	—	—
Sirsi	7-12-77	1556	107 00	79.86	91 00	1-12-76	239	158.00	50.00	144.07
	14-12-77	425	129.75	65.89	97.75	8-12-76	174	167.00	68.98	142.39
	21-12-77	432	112.92	45.76	103.25	15-12-76	156	157.25	66.50	142.99
	28-12-77	245	115.65	68.56	101.73	22-12-76	181	157.00	125.00	151.27
	—	—	—	—	—	29 12-76	138	161.05	108.00	154.91

SALES AND PRICES AT

Centre	JANUARY 1978					JANUARY 1977				
	Date	Sales (kgs.)	Rate Rs. / kg. Max	Min.	Av.	Date	Sales (kgs)	Rate Rs. / Kg. Max.	Min.	Av.
Vandanmettu	3-1-78	8811	207.30	35.90	161.37	1-1-77	11391	220.80	141.10	188 77
	7-1-78	24727	216.00	60.00	157.31	4-1-77	10376	221.20	155.10	187.69
	10-1-78	14851	211.00	77.90	150.73	8-1-77	17755	220.10	95.00	182.71
	17-1-78	5879	178.00	70.00	141.44	11-1-77	9218	221.10	156.00	184.51
	21-1-78	16030	180.10	83.10	139.27	—	—	—	—	—
	31-1-78	8518	158.90	45-90	130.05	—	—	—	—	—
Udumbanchola	6-1-78	2538	168.00	82.00	144.11	7-1-77	659	189 50	163.90	181.68
	13-1-78	1698	170.10	90.20	135.75	—	—	—	—	—
	13-1-78	2285	155.10	43.10	145.85	—	—	—	—	—
	20-1-78	1034	147.00	82.00	131.77	—	—	—	—	—
	27-1-78	493	145.30	71.20	129.05	—	—	—	—	—
Santhanpara	2-1-78	924	168.00	5.00	129.82	3-1-77	720	193.60	98.00	177.59
	5-1-78	1361	168.00	76.50	138.64	6-1-77	2208	196.20	110.70	173.52
	9-1-78	1151	163.70	89.90	136.15	10-1-77	1055	190.00	32.00	168.86
	12-1-78	863	160.00	40.00	129.37	—	—	—	—	—
	16-1-78	1003	160.00	40.60	128.85	—	—	—	—	—
	19-1-78	2477	149.00	55.00	115.60	—	—	—	—	—
	25-1-78	1273	149.00	54.00	125.37	—	—	—	—	—
	26-1-78	611	145.00	50.10	115 69	—	—	—	—	—
	30-1-78	1139	137.90	40.00	114.44	—	—	—	—	—
Cochin	9-1-78	2149	185.90	80.10	136.20	3-1-77	3979	215.00	95.95	182.25
	23-1-78	278	145.20	128.00	136.77	—	—	—	—	—
Pattiveeranpatty	6-1-78	3985	189.00	30.00	136.94	2-1-77	3382	214.90	143.40	176.83
	11-1-78	2376	177.00	67.00	124.00	9-1-77	3774	205.00	127.60	171.51
	20-1-78	2640	165.00	55.00	117.26	—	—	—	—	—
	29-1-78	3704	148.50	46.00	108.88	—	—	—	—	—
Mercara	—	—	—	—	—	7-1-77	1856	184.00	142.00	173.00
Mangalore	16-1-78	378	141 00	57.00	120.00	10-1-77	504	190.00	30.00	167.53

CARDAMOM AUCTIONS

Centre	JANUARY 1978					JANUARY 1977				
	Date of auction	Sales (kgs.)	Rate (Rs./kg.)			Date of auction	Sales (kgs.)	Rate (Rs./kg.)		
			Maximum	Minimum	Weighted average			Maximum	Minimum	Weighted average
Saklespur	3-1-78	5444	155.00	77.00	120.43	4-1-77	589	174.10	147.40	155.20
	3-1-78	1193	159.80	105.00	110.10	5-1-77	2144	204.50	125.00	157.20
	4-1-78	1657	149.90	63.00	110.82	6-1-77	2970	188.30	124.40	153.80
	4-1-78	2072	149.10	84.10	110.83	8-1-77	1172	198.00	145.50	155.34
	5-1-78	4996	155.00	85.00	120.39	11-1-77	10501	213.00	18.00	157.00
	10-1-78	1580	161.10	109.10	117.01	11-1-77	580	182.30	142.00	153.80
	10-1-78	7184	165.00	80.00	117.73	—	—	—	—	—
	11-1-78	1429	165.00	82.00	119.09	—	—	—	—	—
	12-1-78	3774	150.00	80.00	118.12	—	—	—	—	—
	14-1-78	1321	168.00	104.00	117.43	—	—	—	—	—
	17-1-78	1235	147.00	70.00	109.35	—	—	—	—	—
	18-1-78	1615	136.00	81.00	108.68	—	—	—	—	—
	18-1-78	566	159.00	80.00	96.21	—	—	—	—	—
	19-1-78	4618	155.00	84.00	110.76	—	—	—	—	—
	25-1-78	698	120.00	99.00	103.67	—	—	—	—	—
	25-1-78	380	154.10	78.00	107.61	—	—	—	—	—
	26-1-78	2699	154.00	80.00	108.63	—	—	—	—	—
	26-1-78	310	139.00	107.00	116.08	—	—	—	—	—
	31-1-78	5192	150.00	76.10	107.87	—	—	—	—	—
Sirsi	11-1-78	333	118.66	42.66	106.63	14-1-77	91	79.09	59.28	75.32
	18-1-78	185	107.58	58.72	103.64	—	—	—	—	—

JINDAL

Sprinkler Makes a Basketful of Dreams Come True!

JINDAL's advanced technical know-how, experienced agronomists and a thoroughly dependable range of sprinklers are serving the Indian farmer — in his continuing efforts to successfully grow general crops such as wheat, ragi, jowar, maize, vegetables, potatoes, chillies, cotton. Also plantation crops such as coffee, tea, cardamom, cocoanut, arecanut, cocoa and orchards.

Thanks to JINDAL Sprinkler Irrigation System, a million dreams are finding fulfilment in a thousand villages.

JINDAL - a farmer's faithful friend

jindal aluminium limited

16th K. M., Tumkur Road, Bangalore-562 139. Branch Offices: 1/6B, Asaf Ali Road, New Delhi-110 002
416, Prasad Chamber, Swadeshi Mill Compound, Bombay-400 004

Rachana JAL-11

INDIAN MARKET PRICES

Centre	Prices Rs. / Kg. During November '77	Prices Rs. / Kg. During December '77
Bodinayakanur		
Extra Bold	194.25	195 00
Bold	175.00	180.00
Superior Bulk	157.50	165.00
Bulk Grade I	148.50	152.00
Bulk Grade II	142.50	145.00
Shipment	100.00	118.00
Virudhunagar		
Bold	168.75	188.60
Bulk	148.75	160 00
Shipment	88.75	100 00
Seed	100.00	100.00
Sirsi	64.85 - 91.60	75.00—125.95
Saklespur		
Inferior	65.00— 80.00	80.00—110.00
Rasi	80.00— 90.00	95.00—125.00
Best Rasi	95.00—105.00	105.00—135.00
Jaradi	115.00—125.00	120.00—145.00
Selected	135.00—150.00	140.00—160.00
Medium	80.00— 85 00	90.00—115.00
Seed	90.00— 94.00	NR
Bombay		
White	115.00—135.00	115.00—135.00
Soneri	125.00—140.00	125.00—140.00
Mercara		
Coorg Green Extra Bold		125.00—141.00
Coorg Green Bold	NR	115.00—125.00
Coorg Green		100.00—112.00
Coorg FAQ		80.00— 98 00

Source : Director of Statistics, Madras.
NR : No Report.

TRADE ENQUIRIES

The following parties are interested in importing Indian Cardamom and other Spices. Interested exporters may contact them directly with samples, price lists etc. The Board does not take any responsibility regarding the financial status of these importers. Exporters may insist on opening irrevocable 'Letters of Credit' by the importers before finalising transactions.

1. M/s. Stadmax Limited,
   HBFC Building,
   22, Puranapalton
   P. O. Box. 210,
   DACCA-2
2. The Manager,
   Promotion & Contracting Corporation,
   P. O. Box. 5151,
   Jeddah,
   SAUDI ARABIA.
3. M/s Hashem Suleman Ravera.
   Union Bazar,
   P. O. Box. 459,
   Grater, ADEN.
4. Mr. Sauli Turunen,
   Sales Director,
   M/s. Eruokemia Oy,
   Tinasepancie, 17,
   P. O. Box. 23,
   S. F. 00621, Helsinki 62,
   FINLAND.
5. M/s. Barrak N. Al Noun Est.,
   Trading & Contracting,
   Comm Area 9, Al-Madina Bldg.,
   Office 14, Mubarak Al-Kabeer Street.
   (P. O Box 22717. Safat) KUWAIT.
6. M/s. Al-Salah Establishment,
   P. O Box. 189,
   Jeddah,
   SAUDI ARABIA.
7. M/s. Kazerooni Brothers,
   Post Box No. 5844,
   C. R No 7824, BAHRAIN
8. M/s. Askia Enterprises, INC ,
   P. O. Box 818,
   MONTICELLO. AR. 71655.

(Continued from Page 19)

Considering the seasonal nature of crop production the flow of export can also be analysed in three distinct seasons, comprising October- December (Season-I), January–March (Season II) and April-September (Season III). Seanon I accounts for maximum production. Further, premium quality cardamom viz. green and bold grades like AGEB and AGB which get the maximum price of Rs. 180 to Rs. 205 per kg will be available in large proportion during Season I. Other grades like AGS, AGS_1 etc. which fetch prices ranging from Rs. 130/- to 195/- will be available for export during Season II and Season III. The Coorg green and bleached varieties of Karnataka cardamom are mainly for internal consumption.

The total export during the past years i.e. from 1964-65 to 1976-77 and also for the current year has been analysed with season-wise break-up to find out the proportion of exports distributed over the three seasons. The results of the analysis are given below:

	Season-wise Exports							
	[Octo-Dec.] Season I		[January-March] Season-II		[April-Sept] Season-III		[Oct -Sept. [Total]	
	Qty. MT	% in Total	Qty. MT	% in Total	Qty. MT	% in Total	Qty MT	%in Total
1964-65 to 1976-77 (Average)	477	31	555	39	472	30	1504	100
1977-78	1340	52	600	23	660	25	2600	100

The above table indicates that during the past years i e. 1964-65 to 1976-77, on an average 31%of the total exports was accounted for in Season I, 39%in season II and 30%in Season–III. In other-words the exports were more or less equally distributed during the past years. But this trend has been reversed during the current year accounting for 52% of total exports in Season I, 23% in Season II and (exported 25% in Season III. Against the average quantity of 477 MT exported in the past years during the peak production period of October December, we have exported 1340 MT during the same period of current year accounting for more than two fold increase

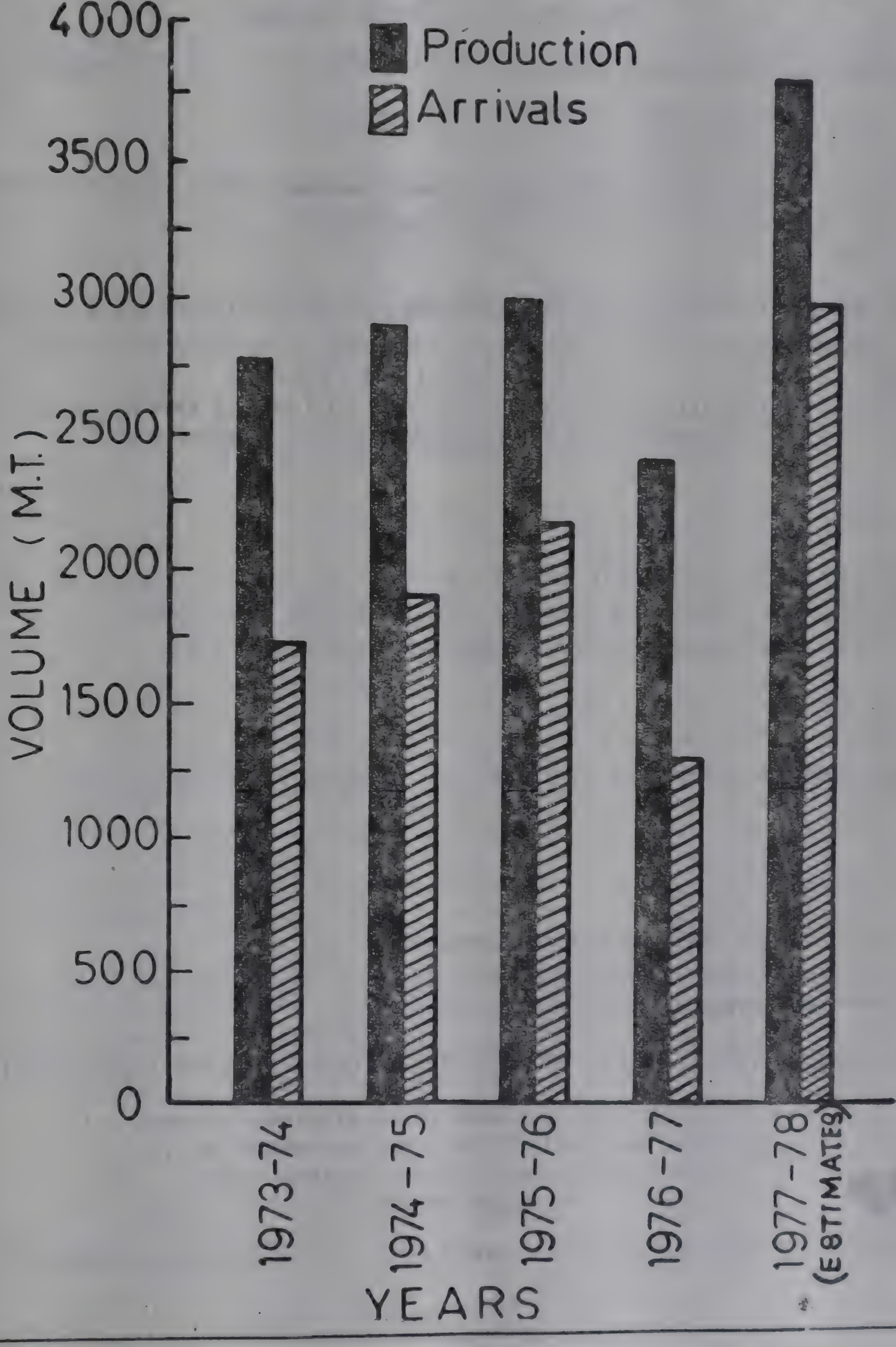
An important fact to be noted in this context is that we could export maximum quantity of the required grades (green and bold) consistent with the increasing demand from the Arabian markets at higher prices. Board,es efforts of advising the exporters to export as much as possible to cater to the increased Arabian demand during the festival season proved successful. On the other hand if stocks were accumulated with the exporters we could not have achieved maximum exports during the current year. The Middle East countries alone imported 1950 M.T. valued at Rs. 34.73 crores during April-January 1978 as per figures available at present. This will account for 92% of the total exports quantitatively and 94% in terms of value.

Months	AGEB	AGB	AGS	AGS1	AGS2	Others
September 77	180.83	182 38	161.45	161 50	138.84	105.95
October ,,	184·08	175.83	160 26	135 97	128.61	—
November ,,	186 04	177.59	168.57	133 00	148 33	84·57
December ,,	204 25	182.26	183.74	157.08	150 58	84.86
January 78	205 90	204.53	194.78	142.13	—	119.04
Average (Sept.January)	194.01	180.69	173 18	146.07	147.93	95.04

Month – wise, grade – wise prices of current year's crop of Alleppey Green cardamom exported during September 1977 to January 1978 are given right above.

It could be observed from the figures that the prices for bold grades [AGEB and AGB) ranged from Rs. 180 to Rs. 205 per kg and for the other grades the price ranged between Rs.130 to Rs.190 per kg. during the current season.

Production and Arrivals of Cardamom in Auction Centres during the crop year (Aug-July)



NEWS AND NOTES

Dharia Feels Need For Easier Export Rules

Shri Mohan Dharia, Union Commerce Minister has stated that there is a great need for further liberalising the import and export policy procedures with a view to helping the small entrepreneurs. He was inaugurating a seminar on entrepreneurial opportunities in Maharashtra organised by the Maharashtra Economic Development Council.

Shri Dharia said further liberalisation of the procedures would be consistent with the new industrial policy of the Government that aims at giving the pride of place to the cottage and small scale industry, which had been hitherto neglected.

Shri Dharia said the country was set to cross the figure of Rs. 5,500 crores in export earnings before the end of the current financial year, despite constraints imposed by the Government on the exporters. Non-traditional items account for a sizeable share of the earnings.

A new approach by the Government in liberalising the policy procedures will considerably expand exports and contribute significantly to increased earnings, he said.

The Minister also appealed to the industrialists in the country to be aware of the fact that international trade and world economy had now acquired new dimensions and complexities.

The objective of self - reliance has become even more important. To achieve this we must increase our exports at a high growth rate. One of the important aspects of export strategy in this regard is to actualise the potential of small scale sectors that would enlarge employment by expanding their exports.

He cited the example of labour intensive products like readymade garments, carpets, handicrafts, gems and jewellery, diamond cutting, leather manufacture, cashew, coir and coir products. These products have distinct advantages and tremendous opportunities in terms of exports.

SUNDAY STANDARD
JANUARY 29, 1978.

Trade Opportunities in East Europe

The Indian Institute of Foreign Trade and the State Trading Corporation of India Ltd. had jointly organised a two - days Seminar on "Emerging Opportunities for India's Trade and Economic Cooperation with East Europe". Besides considering the main issues in the present pattern of our trade relationship, the Seminar also attempted to explore trade prospects with the socialist countries in a longer time frame, by highlighting new areas of cooperative endeavour such as production sharing, technology transfer, conversion deals, joint marketing and the like. The Seminar has also sought to focus attention on the role of market promotion and sales techniques in the East European countries, where rising standards of living and growing consumerism has generated rising demand for quality goods and services. It is very often believed that exporting to the socialist countries of East Europe with centrally planned economics is nothing more than a matter of filling orders for Indian goods and hence does not provide sufficient scope for sales promotion. Under the changing circumstances, such an impression is erroneous and self-defeating. The Seminar has therefore underscored the need for stepping up our marketing efforts, particularly if India is to increase its exports for manufactures, through sales visits, market studies and buyer-seller contacts.

The proceedings of this Seminar and the papers presented have been brought out in a printed form. The Seminar Report is priced at Rs. 30/- post free. Those who are interested in buying a copy of this publication may write to the Indian Institute of Foreign Trade, Ashok Bhavan, 93 Nehru Place, New Delhi-110 024. The publication will be sent per VPP or on advance payment by

money order, bank draft or cheque

Ordinary, Permanent and Associate Members of IIFT will be entitled to 25% and Fellow Members 10% discount on purchase of this publication.

Symposium on Plantation Crops

The first annual symposium on plantation crops will be jointly organised by Cardamom Board, Rubber Research Institute of India, UPASI, Central Plantation Crops Research Institute, Indian Society for Plantation Crops and Central Coffee Research Institute. The symposium will be conducted at the Rubber Research Institute of India, Kottayam during 22nd-24th March 1978.

This was decided at a meeting convened at the Rubber Research Institute of India, Kottayam to chalk out the programme for the symposium. The symposium will have six sessions on the following subjects:

1. Soil test and plant analysis.
2. Soil fertility.
3. Soil and water management including weed control.
4. Multiple cropping including shade trees.
5. Economics, farm management and crop survey.
6. Crop physiology.

Further details of the syposium can be had from E. V Nelliat, Convenor, PLACROSYM, Central Plantation Crops Research Institute, Kasaragod, Kerala.

Forests For Whom?

Next year the Union Government plans to push forestry in a big way. A massive outlay of Rs. 100 crores is likely to be spent on this effort. With this, the total expenditure on forestry will go up by about Rs. 42 crores. Yet, what do our forest departments understand by the word "forestry"?

The emphasis as of now is on so-called "social forestry" which is aimed at generating more forest-based employment and includes the planting of trees along roads, canals and in and around villages.

All this is fine, except that most of the trees being planted are of quick growing varieties which have uses only in the timber and paper industries; they do little to restore or preserve the ecological balance in our vast countryside.

We have also had alarming reports of large-scale felling of trees in whatever remains of our virgin rain forests. The massive Himalayas have already been denuded of their flora in many areas; and now it seems to be the turn of the Western Ghats which harbour many rare species of plants and animals. Teak, eucalyptus and casuarina are replacing indigenous varieties of trees, which were not only the naturalist's delight but also prevented soil erosion while providing food and shelter to birds, monkeys and other species of animals.

The threat to forests is a threat not only to our fast-dwindling fauna but also to man who is faced with the problems of soil erosion, drought, annual floods of unprecedented magnitude and other "natural" calamities.

The Forest Department maintains that the degradation of forest is mainly confined to woodlands out of its jurisdiction, as it has control only over reserved forests. This may be true to an extent, since villagers and others are free to cut wood in unreserved woods. Possibly they, too, should be brought under the purview of the Forest Department.

All the same, the Department itself has not exactly covered itself with glory. Apart from corruption and inefficiency, which need to be weeded out mercilessly, it seems to suffer from a strange kind of myopia which prevents it from taking into consideration the long-term ecological impact of its actions.

Not unless the officials concerned get over the misconception that the Forest Department is primarily designed to serve the timber contractor will things begin to change. Is there no one who can din some sense into their heads?

SUNDAY STANDARD
January 29, 1978

CARDAMOM EXPORT BY AIR

The prevailing rates for transportation of Cardamom by Air given by the Kuwait Airways Corporation are as follows:

From	To	Normal Rate Rs./Kg.	Above 45 Kgs Rs /Kg.	Above 100 Kgs Rs./Kg.
Bombay	Abudhabi	19.95	14.95	8.25
,,	Dubai	19.95	14.95	8.25
,,	Bahrain	19.95	14.95	8.50
,,	Dhahran	18.60	13.95	8.50
,,	Kuwait	22.15	16.60	8.70
Delhi	Abudhabi	23.25	17.40	—
,,	Dubai	22.95	17.20	—
,,	Bahrain	22.95	17.20	—
,,	Dhahran	21.40	16.05	—
,,	Kuwait	23.60	17.70	8.70
Madras	Abudhabi	25.55	19 55	—
,,	Dubai	29.15	21.55	—
,,	Bahrain	25.00	18.75	—
,,	Dhahran	23.35	17.50	—
,,	Kuwait	26.15	19.65	—
Bombay) Delhi)	Moscow	30.65	23.00	—
Madras	,,	33.40	25.05	—
Bombay) Delhi)	Frankfurt Munich	33.60	25.20	—
Madras	,,	36.30	27.20	—
Delhi) Bombay)	Hamburg	34.95	26.20	—
Madras	,,	37.55	28.20	—
Delhi) Bombay)	London	34.00	23.00	11.00
Madras	,,	36.85	27.65	—
Delhi) Bombay)	Zurich (Geneva)	33.05	24.80	—
Madras	,,	35.90	26.95	—
Delhi) Bombay)	Paris	33.60	25.20	—
Madras	,,	36.30	27.20	—
Delhi) Bombay)	Amsterdam	33 60	25.20	—
Madras	,,	36.30	27.20	—
Delhi) Bombay)	Rome	29.90	22.40	—
Madras	,,	33.15	24.85	—
Delhi) Bombay)	Madrid	34.00	25.50	—

Bulletin on Pakistan.

Trade Development Authority has recently published a Country Bulletin on Pakistan. The Bulletin furnishes information on the economy in prospective, foreign trade, foreign trade regulations, marketing and distribution and on some other items such as banks, currency, currency regulations, weights and measures, official holidays, languages etc. The price of the Bulletin is Rs.7.50 only. Copies of the Bulletin can be had on remitting the amount by crossed Indian Postal Order/ Demand Draft, drawn in favour of the Secretary, T.D.A., Bank of Baroda Building, 16 Parliament Street, P. O. Box.767, New Delhi-110 001.

Visa Regulations in U.A.E.

The United Arab Emirates authorities have introduced further stringent measures in the Visa regulations for entry of foreigners into U.A.E. According to the new regulations no transit visa will be issued at the airport and all foreigners desiring to visit U.A.E. should obtain visa before arrival at U.A.E from a U.A.E. mission abroad.

Till now the U.A.E. authorities were allowing passengers to come if a sponsor from the U.A.E. would go to the airport to receive the visitor and sign a guarantee that the visitor will leave the country at the end of the period of 7 days. This has been stopped with immediate effect, informs the Embassy of India in Abu-Dhabi.

ZONE, COUNTRY-WISE CARDAMOM EXPORT FROM INDIA, During April 1977 to January 1978.

ZONE	QUANTITY (Kgs) (% in Total)	VALUE (Rs.) (% in Total)	UNIT VALUE (Rs./Kg.)
I. EUROPEAN ZONE			
a) E.C.M. Countries			
Belgium	—	—	—
Denmark	500	24500	49.00
France	2650	414086	156.26
G. F. R. (West)	9500	819638	86.28
Italy	1250	201276	161.02
U. K.	11760	1689825	143 69
Netherlands	8500	945533	111.24
Total:	34160 (2%)	4094858 (1%)	119.87
b) Bulgaria	3000	573165	191.06
Czechoslovakia	300	41400	138.00
G. D. R.	35000	5028000	143 66
U. S. S. R.	4500	835000	185.56
Total:	42800 (2%)	6477565 (2%)	151 34
c) Finland	—	—	—
Greece	1195	204237	170.91
Norway	700	60421	86.32
Spain	1250	141296	113.04
Sweden	—	—	—
Total:	3145	405954	129.08
Total (a, b, c):	80105 (4%)	10978377 (3%)	137.05
II. MIDDLE EAST ZONE			
Abudhabi	15500	3022880	195 00
Bahrain	90375	16891462	186.90
Dubai	54300	9887982	182.10
Ethiopia	1000	179659	179.66
Iran	43700	5018375	114 84
Iraq	35000	5700187	162.86
Jordan	28000	5471133	195.40
Kuwait	957061	168035011	175.57
Lebanon	5000	595416	119 08
Muscat	31626	5121129	161.93
Qatar	38734	7676999	198.20
Saudi Arabia	642955	118859154	184.86
Sudan	2450	295135	120.46
Syria	1000	110552	110.55
S. Yem. P. Rep.	2250	396659	176.29
Y. A. R.	400	68431	171.08
Total:	1949351 (92%)	347330164 (94%)	178.18

ZONE	QUANTITY (kg.) (% in Total)	VALUE (Rs.) (% in Tatal)	UNIT VALUE (Rs./Kg)
III. EAST ASIA ZONE			
Bangladesh	100	21600	216 00
Burma	1000	118043	118.04
Hongkong	350	49965	142.76
Japan	53600	7786861	145.28
Malaysia	1295	171801	132.66
Singapore	23326	3037195	130.21
Total	79671 (4)	11185465 (3%)	140.40
IV. AFRICAN ZONE			
Mozambique	303	53174	175.49
Mouritius	300	47922	159.74
Total	603 (@)	101096 (@)	167.66
V. AUSTRALIAN ZONE			
Australia	500 (@)	92020 (@)	184 04
VI. AMERICAN ZONE			
Canada	2388	474081	198 53
U. S. A.	4352	850078	195 33
Total	6740 (@)	1324159 (@)	196.46
GRAND TOTAL	2116970	371011281	175 26

Note: Figures for December 1977 and January 1978 are incomplete. Returns furnishing country-wise export for 224 M.T. of cardamom exported during December 1977 and January 1978 are yet to be received from the exporters.

Source: Monthly returns furnished by exporters of cardamom. (Provisional)

Exporters Warned on Sub-Standard Goods

Union Commerce Minister Shri Mohan Dharia said that the Government proposed to deal sternly with the exporters of sub-standard or lower quality goods.

He declared: "These exporters will be black listed. They are also likely to be prosecuted as economic offenders".

Shri Dharia was speaking at the export award distribution function held under the auspices of the Cotton Textiles Export Promotion Council (Texprocil).

He made it clear that not all the exporters were sending lower quality goods, "but we had become a laughing stock in foreign countries due to sub-standard material exported by some people. These people were tarnishing the image of the country in the world market", he added.

Shri Dharia said that on "the cut throat competition among our own exporters and the tarnished image of products by some exporters were to some extent responsible for lower price realisation".

He, therefore, called upon the exporters to make proper efforts to fetch better prices and also to create confidence among foreign importers that "if it is Indian, it must be good".

Shri Dharia observed that on restrictions imposed on the exports of many commodities, there was only a marginal fall in the total exports

He called upon the exporting community to concentrate on more and more exports of value-added goods which would provide employment opportunities in the country.

Shri Dharia said that the Government was trying to introduce non-traditional items for exports. but the Government must ensure that the exports were not encouraged at the cost of indigenous consumers.

He assured the exporters that the Government was taking serious steps to cut down the procedural delays that came in the way of the export activities of the industrialists. The procedure would be simplified, he added.

THE INDIAN EXPRESS
January 80, 1978

Grade-wise Export of Cardamom from India During April 1977 to January 1978 *

GRADES	Quantity (M.T.)	% in Total	Value (Rs. '000s)	Unit Value (Rs./Kg.)
ALLEPPY GREEN				
AGEB	153	7	30519	199.47
AGB	729	34	135732	186.19
AGS	814	39	142223	174.72
AGS-1	298	14	46923	157.46
AGS-2	7	@	1101	157.29
AGN	18	1	1918	106 56
Total	2019	95	358416	177.52
BLEACHED / BLEACHABLE				
BL-1	17	1	2723	160.18
BL-2	23	1	2894	125.83
BL-3	42	2	5273	125.55
BLN	5	@	560	112.00
Total	87	4	11450	131.61
COORG GREEN				
CGEB	1	@	104	104.00
CG 2	4	@	399	99.75
CG-3	3	@	350	116.67
Total	8	@	853	106.63
CARDAMOM SEEDS				
CS-1	1	@	141	141.00
CS-3	2	@	151	75 50
Total	3	@	292	97 33
GRAND TOTAL	2117		371011	175.26

Note :* Figures for December 1977 and January 1978 are incomplete. Grade-wise split up for 224 M. T. exported during December 1977 and January 1978 are yet to be received from the exporters.

Source : Monthly returns furnished by exporters of cardamom (Provisional).

CULTIVATION OPERATIONS

MARCH

	South West Monsoon areas (Kerala-Tamilnadu)	North East Monsoon areas (Tamilnadu)	South West Monsoon areas (Karnataka)
Primary Nursery	Routine watering, weeding-earthing up and repair of beds-plant protection measures against pests and diseases.	Routine watering - removing mulch from the germinated beds and erecting shade pandals.	Regular watering, plant protection and weeding.
Secondary Nursery	Third round manuring if required- mulching- routine watering and plant protection measures-clearing site, first digging, removing stumps and pebbles for opening next season's secondary nursery.	Routine watering and plant protection measures - Repairing beds and earthing up.	Routine watering, plant protection and weeding-if Mite attack noticed, spray wettable Sulphur at the rate of ½ Kg in 90 litres water.
Starting of New Plantations	Clearing drains and channels continued-Tracing and laying footpaths and roads continued-Line marking and pegging for digging pits.	Works connected with footpaths, roads and drainage channels continued. Third round weeding in last year's new planted areas.	Line marking. pegging and digging pits for planting.
Maintenance of Plantations	Thrips control-collection of fire-wood for cardamom curing-second round of maintenance of footpaths and roads, clearing drainage channels etc. continued-Last round harvest continued and completed-tracing, uprooting and destruction of Katte affected plants.	Last round harvest countinued-Thrips control - third round weeding and earthing up of plants continued and completed - Cellection of firewood	Watch and Ward-plant protection measures as warranted.

APRIL

Primary Nursery	Routine watering and plant protection measures-weeding-raking of soil in the inter-spaces between rows.	Regular watering and routine maintenance-plant protection measures against pests and diseases.	Routine watering, plant protection and weeding.
Secondary Nursery	Last round weeding—routine watering and plant protection measures-Second digging in the site for the next season's secondary nursery.	Watering and routine upkeep of beds and pandals.	Routine watering, plant protection and weeding
Starting of New Plantations	Taking pits for planting in the newly cleared area.	Line marking, pegging and digging pits for planting	Opening pits continued. Collecting decomposed farm yard manure or compost.
Maintenance of Plantations	Thrips control-collection of firewood for cardamom curing-attending to repair and maintenance of curing house.	Thrips control-collection of firewood	Spraying Bordeaux mixture Mix wettable Sulphur if Mit-attack noticed. Opening pits for filling up vacancies.

CARDAMOM
English Bi-monthly, January - February 1978

R N 13315/67
Price Re. 1/-

Edited, printed and published by K. G. Nayar for the Cardamom Board, Cochin-682 018.
Printed at AMARA KERALA INDUSTRIES, Cochin-682018, Phone: 33804.